

BENJAMIN GONZALEZ

Senior UX Researcher

White Plains, New York, USA | Ben@bgonzalez.net | bgonzalez.net | linkedin.com/in/bengon | Nielsen Norman Group Certified (ID: 1030194)

PROFESSIONAL SUMMARY

Senior UX Researcher with 10+ years of experience driving data-informed design decisions at Google, Samsung, and LexisNexis. Expert in qualitative and quantitative research methods, including RITE methodology, usability testing, design sprints, and in-depth interviews. Proven track record synthesizing complex research findings into actionable insights that improve product outcomes. Skilled in AI-enhanced research workflows using ChatGPT, Dovetail, and Tetra Insights for efficient tagging, clustering, and insight extraction. Nielsen Norman Group Certified, Bilingual English/Spanish.

CORE COMPETENCIES

- Qualitative & Quantitative Research
- User Personas & Journey Mapping
- In-Depth Interviews & User Testing
- Research Synthesis & Insight Generation
- Accessibility Research (WCAG)
- RITE Methodology & Rapid Research
- Design Sprints & Workshops Survey
- Design & Analysis
- Stakeholder Engagement
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Senior UX Researcher, ICF/Semanticbits (Remote)

Herndon, Virginia | September 2021 - Present

- Conduct extensive in-depth qualitative interviews across multiple entity models, synthesizing findings that reduced data submission errors and streamlined CMS validation processes
- Map complex user workflows and data flows to identify critical pain points, translating research insights into actionable design solutions for AMS platform optimization
- Collaborate with cross-functional teams to align research findings with CMS requirements for Overlaps and NCBP processes, ensuring regulatory compliance
- Implemented Matomo web analytics for the MADiE CMS platform to track usage and goal completion, integrating quantitative metrics with qualitative insights to support mixed-methods UX research and data driven decision making.

UX Researcher, Google (Contract via US Tech Solution)

Mountain View, California | October 2020 - June 2021

- Led rapid research across multiple Google Maps verticals, conducting extensive user sessions that informed feature prioritization and UI improvements
- Facilitated iterative testing cycles with rapid turnaround, accelerating product development timelines and enabling rapid implementation of user feedback
- Delivered actionable insights to product and design teams, resulting in measurable improvements in user task completion rates

Senior UX Researcher, LexisNexis (Contract via Kforce)

San Francisco, California | November 2019 - April 2020

- Led design sprints with attorneys, facilitating ideation and development of AI-powered application enabling data-driven motion drafting based on judicial precedents

- Designed and conducted qualitative interviews, creating detailed personas and customer journey maps that drove user-centered product strategy
- Developed and implemented surveys using Qualtrics, gathering quantitative insights that validated qualitative research findings and informed product roadmap

UX Researcher, Samsung (Contract via US Tech Solution)

Mountain View, California | June 2019 - October 2019

- Led qualitative research with senior participants (ages 65+), delivering accessibility insights that shaped senior-friendly digital application design strategy adopted across 3 product lines
- Conducted RITE testing with design sprints to develop cardiac rehabilitation monitoring tool, significantly reducing user errors through iterative improvements
- Facilitated participant pre-screening, interviews, and insight reporting, identifying and prioritizing key usability issues for strategic ideation

UX Researcher / Consultant

Freelance, San Diego, California | May 2017 - May 2019

- Developed UX research strategies and delivered actionable insights for diverse clients across healthcare, finance, and e-commerce sectors
- Designed high-fidelity prototypes in Axure and Figma to explore product design solutions and interaction patterns

Senior User Experience Designer / Researcher

Elsevier, New York, New York | March 2010 - May 2017

- Introduced new UX research methodologies including remote usability testing and diary studies, significantly improving research efficiency and team capabilities
- Led qualitative user research in remote and lab settings across North America, Europe, and Asia-Pacific regions
- Guided cross-functional teams to implement improved UX strategies, resulting in increased user satisfaction scores

SKILLS & TOOLS

Research Methods: Qualitative Research | Quantitative Research | Usability Testing | RITE Methodology | Design Sprints | In-Depth Interviews | Survey Design | Persona Development | Journey Mapping | Card Sorting | Heuristic Evaluation | A/B Testing

Tools & Platforms: ChatGPT | Claude AI | Dovetail | Tetra Insights | Qualtrics | SurveyMonkey | Figma | Axure | JIRA | Confluence | Excel | Matomo Analytics

Additional: Project Management | Stakeholder Presentations | Workshop Facilitation

Languages: English | Spanish (Native Fluency)

EDUCATION & CERTIFICATIONS

Nielsen Norman Group UX Research Certification

Certification ID: 1030194

Matomo Web Analytics Certification - Udemy

Credential ID UC-3e1f47c5-2706-443f-ab43-13c92ae441d0

Master of Professional Studies - Human Computer Interaction

New York University - Interactive Telecommunication Program (ITP)

Bachelor of Arts - History

Hunter College - City University of New York