

BENJAMIN GONZALEZ

Senior UX Researcher

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

PROFESSIONAL SUMMARY

Senior UX Researcher with 10+ years leading mixed-methods research at Google, Samsung, LexisNexis, and Elsevier — from RITE testing and design sprints to accessibility research with users 65+. Combines qualitative depth with quantitative rigor, using Matomo and GoatCounter analytics alongside AI-assisted workflows (ChatGPT, [Copilot/Claude], Dovetail) for tagging, clustering, and insight extraction. Founder of Invisible Latinos, a public web application documenting 100+ Latino figures in American history, built end-to-end from information architecture through deployment. Nielsen Norman Group Certified. Bilingual English/Spanish.

CORE COMPETENCIES

- Generative & Evaluative 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

Founder & Designer/ Researcher (www.InvisibleLatinos.com)

White Plains, New York | *May 2026*

- Designed, built, and launched a public web application documenting 150+ Latino and Hispanic figures in American history, owning the full product lifecycle from information architecture through deployment.
- Architected a searchable archive around a 33-period × 9-category taxonomy and designed an interactive, mobile-responsive interface built on a touch- and cursor-driven reveal interaction.
- Integrated GoatCounter analytics to track engagement, and ran a rigorous content pipeline — independently researching, fact-checking against primary sources, and standardizing 100+ biographies.

Senior UX Researcher, ICF/Semanticbits (Remote)

Herndon, Virginia | *September 2021 - Present*

- Conduct extensive in-depth qualitative interviews across multiple CMS entity models, synthesizing findings with AI-assisted research analysis tools to identify usability patterns, reduce data submission errors, and improve validation workflows.
- Map complex user workflows and data flows, leveraging AI-supported pattern detection and thematic clustering to uncover critical pain points and translate insights into actionable design recommendations for CMS platform optimization.
- Partner with cross-functional teams (product, engineering, and CMS model stakeholders) to align research insights with Overlaps and NCBP regulatory requirements, ensuring compliance and improving system usability.
- Implement and manage Matomo web analytics for the MADiE CMS platform, combining AI-assisted quantitative analysis with qualitative research insights to support mixed-methods UX research and data-driven product decisions.
- Utilize AI-enabled research tools to accelerate transcript analysis, theme extraction, and synthesis, improving research efficiency and enabling faster delivery of strategic UX insights to stakeholders.

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 a 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 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 (Native Fluency) | 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