

Lucia Mata, MS

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I believe in creating good products- I am passionate about understanding users, their behavior, and their needs. I'm skilled in the process of defining problems to solve, formulating the right questions to ask, finding the appropriate methods to gather data, and discovering the behaviors, patterns, and insights that will ultimately guide decision making. I thrive at building relationships with stakeholders to bring the voice of the user to light and creating research practices that can support product organizations.

EDUCATION

Ph.D in Instructional Psychology and Technology

Brigham Young University
Expected 2027

Master of Science in Technology, Human Computer Interaction

Brigham Young University

Thesis: "Defining and Evaluating Design Patterns to Increase 'This is Not A Game' (TINAG)"

Bachelor of Science in Web Design and Development

Brigham Young University - Idaho

SKILLS + TOOLS

User Interviews | Unmoderated and Moderated Usability Testing | Focus Groups | Competitive Research | Surveys | Jobs to Be Done | Journey Maps | Personas | User Stories | Stakeholder Management | Analysis and Synthesis | Coding | Repository Taxonomy | Prototyping | Research Ops | Statistics | Spanish - Native | EnjoyHQ | Dovetail | GreatQuestion | Maze | Userlytics | UserZoom | Lookback | Qualtrics | Alchemer | Pendo | Mixpanel | Miro | Jira | Productboard | SPSS

EXPERIENCE

UX Researcher

EmployBridge - January 2023 - February 2025

- Sole UX researcher for the client and internal user experience of the Bluecrew app, supporting ten product managers and four UX designers with evaluative research including user interviews, moderated usability testing, and concept testing. Created reports and presented findings to stakeholders.
- Led generative and evaluative research on the internal tools at Employbridge, to ensure user-friendly platforms that improve productivity. Methods included 1:1 interviews, focus groups, unmoderated usability testing, ASQ usability testing, and surveys. Findings led to design changes and increased usage.
- Independently defined, planned, conducted, analyzed, and presented quantitative and qualitative research to measure the efficiency of a new CRM platform being launched. Evaluated 80 different tasks with users in multiple roles, in various regions and of various backgrounds.
- Led competitive research with clients in various industries to understand the competitive landscape and perform gap analysis. Conducted interviews with non-English speakers to develop personas for minority external users. Prepared reports and presented to Marketing. Findings led to feature prioritization.
- Led the implementation of a Research Ops practice. Defined methodologies, built a research intake process, created templates, implemented tools for participant tracking, moderated and unmoderated testing, organized the research repository, and defined best practices to collaborate with stakeholders.

UX Researcher

Rev - March 2021 - October 2022

- Led B2C and B2B research across 5 product lines, from writing research plans, conducting, and recruiting to analyzing, preparing reports, and sharing results with stakeholders in multiple departments: Product, Engineering, Operations, and Marketing.
- Completed 13 discovery projects, following various methods such as user interviews, journey mapping, competitive research, surveys, and Jobs to Be Done, including formative research to define requirements for a product for Spanish speakers. Insights led to feature prioritization and roadmap development.
- Completed 16 evaluative projects, following various methods such as concept testing, moderated and unmoderated usability testing, and System Usability Scale tests to identify pain points. Collaborated with a pod of designers and engineers to formulate, iterate, and test solutions.
- Established a research practice as a team of two researchers. Defined processes for collaborating with stakeholders, created research templates, supported the creation of a repository with tagged insights, implemented tools for surveys and usability testing, and created a process to analyze passive feedback from sources such as Zendesk and TrustPilot.
- Educated stakeholders in multiple departments by frequently conducting Lunch and Learns, conducting continuous user interviews twice a month, creating a quarterly research newsletter, and building a Confluence space to share insights and educate on best practices.

UX Designer

Brigham Young University - September 2020 - April 2022

- Designed low and high-fidelity prototypes on Figma for SPIN, an educational platform in which high school students can learn science based on computational thinking data practices. The designs included both the student view in which students could see the modules and the teacher's view in which teachers could create course content.
- Wrote and conducted moderated usability test plans to test the SPIN platform and identify pain points. Presented results to professors in the team. Insights led to design changes that improved the user experience. Educated professors on the right methods to test the platform's usability.
- Acted as the main point of contact between the group of professors that were developing SPIN (ten professors and assistants, from three universities) and the contracted software company building the platform. Translated requests from professors into tangible requirements that could be shared with developers.
- Created high-fidelity prototypes for a website that compiled resources for elementary school students to learn how to code. Worked with the engineer building the site and conducted user research to ensure that the architecture and workflows were user-friendly.

Researcher

Brigham Young University - September 2020 - April 2022

- Collaborated with four professors to conduct research on educational games. Led literature reviews and developed surveys, and later analyzed the data to write multiple research papers.
- Wrote the first draft of a paper on the definition of TINAG ("This is not a game"), and collaborated on subsequent drafts until publication.
- Coded social media data related to Covid-19 using Phyton and analyzed it with the goal of understanding worldwide sentiment during the pandemic.
- Responsible for gaining IRB approval for three projects. Completed the applications and communicated with the IRB department to ensure all the requirements were met.