

Michael Macaluso

Qualitative User Experience Researcher

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RELEVANT EXPERIENCE

UX Research Associate @ Google (via Adecco) **March 2018 - Feb 2020**

- Executed all aspects of research including defining research objectives, conducting research sessions, analyzing data, answering deep product questions and presenting deliverables as part of rolling research.
- Led 90+ research projects and presented reports with recommendations and research findings to stakeholders including engineers, product managers, designers, marketing and executives.
- Collaborated cross-functionally with 60+ stakeholders across various product teams to build and iterate products on desktop, mobile, smart display and smart Assistant devices.
- Moderated over 550+ in depth user interviews in various settings including lab, intercept/cafe and remote.
- Mentored junior associates by giving reports and project feedback, helping with technical expertise and teaching best research practices.

UX Researcher @ Tandon Group (Freelance) **Jan 2018 - Feb 2018**

- Completed heuristic evaluation and comparative analysis on all major competitors within the growth investment finance sector to help stakeholders strategize on general direction their website.
- Used website analytics to provide useful insight into competitors current state of business and viability.

UX Researcher & Consultant @ GGR (Freelance) **Sept 2017 - May 2018**

- Conducted market and user research to increase exposure, reach and impressions of social media channel resulting in increasing overall follower base by over 1500% within four months (over 100k).
- Wrote Google Sheet functions to analyze behavioral trends and quantify open ended data for 600+ users.

UX Consultant @ Marlow (Pro bono) **Sept 2017 - Nov 2017**

- Redesigned the entire on-boarding experience and landing page layout through producing Hi-Fi user flows, site maps, personas and research documents for company CEO.
- Conducted phone interviews, usability testing and launched a survey in order to identify common pain points users were experiencing before signing up for the service and points of confusion while on client's website.

ADDITIONAL PROFESSIONAL EXPERIENCE

Applied Behavioral Therapist @ STAR OF CA **June 2017- Feb 2018**

- Worked with special needs children by collecting data and quantifying behavioral frequencies, accuracy and success rates in a variety of community settings.

Resort Recreation Intern @ Walt Disney Company **Aug 2016 - Oct 2016**

- Provided sales support, product insight and guest service to external and internal clients.

School Counselor Intern @ Marsh Jr. High School **Aug 2015 - May 2016**

- Interviewed at risk youth 1 on 1 in order to develop success plans for school work and home environments.

EDUCATION

B.A Psychology @ California State University Chico **May 2017**

UX Design Immersive @ General Assembly, San Francisco **Sept 2017**

Skills

Qualitative Research
Competitive Analysis
User Interviews
Literature Reviews
Card Sorting
Evaluative Research
Coding Survey Responses
Creating Surveys
Rapid Research
Eye Tracking Studies
Accessibility Studies
Highlight Videos
Foundational Research
Usability Testing
Remote User Testing
Heuristic Evaluations
Slide Report Building
Data Synthesis

Tools

Endor
Qualtrics
Google Slides
Sketch
UserTesting
Camtasia
Dscout
InVision
Mechanical Turk
Google Analytics
GoToMeeting
Google Sheets
Excel
SPSS
Powerpoint
Microsoft Word