

Contact

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Current City	Minneapolis

Bio

I am a qualitative researcher with a background in Psychology, Sociology, and Human Geography. I take pride in skillfully designing research that combines user needs and business goals to craft actionable product strategy recommendations.

Over 10 years of human-centered research experience, I have learned that the best insights come from a rigorous and flexible approach. I want to bring my skillset to a fast-paced product environment to drive user-centricity across an organization.

Education

PhD - IP University of MN	Geography MBA Minor ICGC Fellow
MS - 2021 University of MN	GIS & Sociology
BS - 2013 University of MN	Psychology

Skills

Interviews, Surveys, Personas, User Journey Mapping, User Testing, Focus Groups, Thematic Data Analysis, R, SPSS, Atlas.ti, Qualtrix, UserInterviews, Dscout, Miro, UserZoom, Adobe Creative Suite, Figma, ArcGIS, Carto, HTML, CSS, JavaScript, Python, JSON, JQuery, REACT, Git, Quantitative & Qualitative Research Design, Writing, Public Speaking

Marguerite Mills

User Experience Researcher

Experience

PRINCIPAL USER RESEARCHER 2019 - Present
University of MN - Inquilinxs Unidxs Por Justicia

- ◀ Design, conduct, and analyze qualitative research via in-depth interviews and diary study to strengthen stakeholders' understanding of private equity holdings in the single-family home rental market, driving state-level policy changes
- ◀ Collaborate with community-based stakeholders in prioritizing research questions and informing research design based on core team goals to drive accountability in housing policy
- ◀ Develop and implement end-to-end user research via literature review, surveys, interviews, persona development and usability testing to drive design iterations to improve user journeys

USER RESEARCHER 2019 - 2021
Mapping Prejudice Project, University of MN

- ◀ Delivered research insights to cross-functional stakeholders, driving 1200% growth in topline metric, increasing awareness of product, facilitating state-wide policy improvements
- ◀ Collaborated with stakeholders to design and implement usability testing and ethnographic research to inform human-centered design of a digital data collection tool
- ◀ Developed user engagement modules for 300+ educators state-wide through an iterative research and design process with stakeholders and users

DESIGN RESEARCHER 2018 - 2019
Mapping Prejudice Project, University of MN

- ◀ Increased product engagement by over 200% by managing online presence of digital data collection tool, including social media campaigns, collecting engagement analytics, event promotion, and continuous communication strategy
- ◀ Strategized, managed, and co-designed digital content through focus groups and user testing

RESEARCH ASSISTANT 2020 - 2021
CREATE INITIATIVE, University of MN

- ◀ Conducted qualitative research with end users to build a digital platform for historical geocoding, making their jobs to be done possible and more efficient

PRINCIPAL RESEARCHER & CARTOGRAPHER 2019 - 2020
Minnesota Independent Scholar's Forum

- ◀ Designed a digital cartographic experience for a historical exhibit on housing discrimination through literature review
- ◀ Created a user feedback loop to inform product intuitiveness amongst key users

DIRECTOR / ACCOUNT MANAGER 2013 - 2018
Cognitive Ventures LLC / LearningRx

- ◀ Executed evaluative and generative research on existing and proposed client experiences
- ◀ Responsible for generating total operating revenue through B2C sales across two facilities

RESEARCH ASSISTANT 2012 - 2013
Developmental Social Cognitive Neuroscience Lab

- ◀ Designed and implemented experimental research, including card-sort analysis, to improve stakeholder understanding of catagrizational skill development