

MARVIN A. GARCIA

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Portfolio: marvingarcia.se

Professional Experience

Ericsson AB, Stockholm

Experience Lead, Apr. 2020 – Present

- **Leading Global UX Research Initiatives:** Directed 50+ UX research projects, using AI-driven analytics and usability testing to enhance user satisfaction by 25%. Focused on global consumer insights and localized strategies.
- **Innovative Research Methodologies:** Applied advanced research techniques such as quantitative and qualitative methods, while ensuring data quality and user privacy compliant to GDPR, the US, German Workforce Council and China.
- **Cross-Functional Collaboration:** Partnered with 10+ teams to integrate research into design and marketing, leading to a 40% improvement in usability and user engagement.
- **Data-Driven Decision Making:** Utilized UX analytics to refine product and marketing strategies, improving user satisfaction and feature adoption based on global insights.
- **Stakeholder Communication:** Delivered compelling consumer stories and research findings, aligning product and marketing strategies with user needs and market trends.

Prohibition Partners, Dublin

Research Consultant, Feb. 2019 – Dec. 2019

- **Global Market Research:** Conducted international research on plant-based medication, leading to a 15% subscriber increase and a 10% rise in investor interest. Created narratives to support marketing strategies.
- **Insightful Reporting:** Produced detailed reports and presentations for conferences, effectively communicating research insights to diverse audiences.

KU Leuven, Antwerp

PhD Researcher, Oct. 2017 – Sep. 2018

- **Mixed-Method Research:** Conducted comprehensive research on salary negotiations and employee attitudes, improving hiring process satisfaction and providing valuable insights for HR practices.
- **Advanced Statistical Analysis:** Applied advanced statistical methods, including regression analysis, to derive actionable insights from research data, informing strategic decisions.

DiversityEdu LLC., New York City

Manager, Research & Evaluation, Jan. 2017 – Dec. 2017

- **Strategic Enhancements:** Enhanced user interaction strategies, leading to a 20% increase in product adoption rates and contributing to overall product success.
- **Cross-Functional Collaboration:** Worked closely with UX writers and developers, reducing user pain points by 30% through targeted research and collaborative problem-solving.

DIS Abroad, Cognitive Neuroscience Lab, Copenhagen

Lab Assistant, Jul. 2016 – Jan. 2017

- **Human-Computer Interaction Research:** Guided experiments on human-computer interactions, improving understanding of cognitive processes and experimental methodologies to Master Students.

Education

KU Leuven, Belgium, 2017 – 2018

PhD in Business Economics, focus in Organizational Psychology

Lund University, Sweden, 2014 – 2016

Master of Science in Psychology (Graded A)

New Hampshire University, USA, 2010 – 2014

Bachelor of Arts in Psychology, focus in Behavioral Psychology (Cum Laude)

Research Skills

Quantitative: Web Analytics | A/B Testing | Multivariate Analysis | Surveys | Clustering Qualitative Data | Benchmarking | AI-Driven Analytics | Advanced Statistical Analysis | Data Mining | Predictive Analytics | Data Integration | Data Cleaning | Experimental Design | Experimental Psychology Methods | Behavioral Data Analysis

Qualitative: Usability Testing | Contextual Analysis | Structured & Semi-structured Interviews | Focus Groups | Empathy Mapping | Personas | Affinity Analysis | Ideation Workshops | Guerrilla Testing | Journey Mapping | Storytelling | Heuristic Evaluation

Design Skills

Agile Development | Information Architecture | Task Flow | Journey Mapping | Wireframes | Prototyping | Visual & Emotional Design | Design Thinking | Cross-Platform Design | As-is Scenarios | User Flows | Interaction Patterns

Software Skills

Figma | Sketch | Miro | Adobe CC (XD, Illustrator, Photoshop) | Tableau | SPSS Statistics | R Statistics | Microsoft Suite: Azure RP, PowerBi, Excel, SharePoint, PowerPoint, Word | E-Prime | Google Analytics | Hotjar | Qualtrics | UserTesting | EnjoyHQ

Language Skills

English (Native) | Spanish (Native) | Swedish (Basic) | German (Beginner)

Additional Information

Citizenships: American and Swedish

Relocate for Work: Yes

Hobbies: Street Photography, Volleyball, Cycling, Gardening, Drawing, Painting, Cooking