MARVIN A. GARCIA

Tel: +46 (0) 70 286 28 25
Email: garciaamarvin@gmail.com
Portfolio: marvingarcia.se

Professional Experience

Ericsson AB, Stockholm
User Experience Lead, *Apr. 2020 – Dec. 2024*

- **Social Listening & Digital Insights:** Led research initiatives using social listening tools, sentiment analysis, and user feedback synthesis to inform marketing, product, and CX/UX strategies, improving user engagement by 25%.
- **Survey Design & Sentiment Analysis:** Developed and deployed large-scale surveys using Qualtrics and Brandwatch, ensuring high data integrity and accuracy, with a 30% improvement in sentiment tracking accuracy.
- **Data Visualization & Storytelling:** Designed dashboards in Power BI and Python, visualizing key behavioral insights from social and survey data, influencing marketing and product decisions.
- **Cross-Functional Collaboration:** Partnered with marketing, product, and insights teams to transform social listening and survey data into actionable business strategies, aligning stakeholder goals across departments.
- **Multilingual Market Research:** Conducted user research across global markets, leveraging English and Spanish datasets to refine brand messaging and enhance localized campaign performance.

Prohibition Partners, Dublin
CX Research Consultant, *Feb. 2019 – Dec. 2019*

- **Market Expansion & Digital Strategy:** Conducted global market research, leveraging mixed-method research, heuristic analysis, and competitive benchmarking to enhance market positioning. Optimized customer journeys, improving digital conversion rates by 15%.
- **Stakeholder Engagement & Research Impact Communication:** Translated complex user data into actionable recommendations, influencing product roadmaps and customer engagement strategies.

KU Leuven, Antwerp
PhD Researcher, *Oct. 2017 – Sep. 2018*

- **Mixed-Methods Research & Predictive Analytics:** Developed quantitative models and ethnographic research to improve data-driven decision-making in HR systems, optimizing cross-cultural hiring processes.
- **Ethical UX Research**: Investigated bias in decision-making, ensuring fairness and inclusivity in predictive analytics applications.

DiversityEdu LLC., New York City
Manager, Product Research & Evaluation, *Jan. 2017 – Dec. 2017*

- **A/B Testing & Product Adoption:** Spearheaded A/B testing and data-driven UX/CX strategies, boosting product adoption and reducing friction by 30%.
- **Advancing Data-Driven Learning Experience Design:** Spearheaded survey-driven engagement research, improving learning retention metrics by 25% through quantitative UX/CX methodologies.
- **Behavioral Segmentation & Personalization Strategy:** Applied statistical modeling and A/B testing, refining learning experience personalization and accessibility adoption by 15%.
- **Leveraging Data Visualization for UX Improvements:** Created real-time user behavior dashboards using Power BI and SQL, enabling executive teams to make research-driven learning design decisions.

Education

Lund University, Sweden
Master of Science in Experimental Psychology

New Hampshire University, USA
Bachelor of Arts in Behavioral Psychology

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 | Behavioral Data Analysis | Mixed-Methods Strategy

Qualitative: Usability Testing | Contextual Analysis | Participatory Design & Ethnographic | 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) | Tableau | SPSS Statistics | R Statistics | Python | SQL | Microsoft Suite: PowerBi, Excel, SharePoint, PowerPoint, Word, Teams | E-Prime | Google Analytics | Adobe Target | Adobe Analytics | Hotjar | Qualtrics | Amplitude | Netigate | Medallia | UserTesting | EnjoyHQ | dScout | FullStory | Confluence

Language Skills

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

Additional Information

Citizenships: American and Swedish
Relocate for Work: Yes
Hobbies: Street Photography, Volleyball, Cycling, Gardening, Drawing, Painting, Cooking