

Mallory Chacon

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Key Skills

- **Research Methods:** Moderated Interviews, Ethnographic Studies, Unmoderated Testing, Journey Mapping, Concept Evaluation, Card Sorting, Surveys, Tree Testing, A/B Testing, Mobile Testing, Diary Studies, Prototype Testing, Eye Tracking Studies, Remote Testing, Market Research, Competitive Analysis, Heuristic Reviews, JTBD, Max Diff
- **Key Industries:** Advertising Technology, Ecommerce, Financial Services, Financial Technology, Generative AI, Entertainment Media, Podcasts, Streaming, Crypto, Logistics Technology, Government

Professional Experience

LEAD, STAFF RESEARCHER, *SiriusXM/Pandora/AdsWizz/Simplecast, remote (April 2023 - Current)*

- Conduct user research to overhaul corporate processes and influence business strategy to align product with user feedback by leveraging generative and evaluative research methodologies.
- Lead research for SiriusXM's Auto business, Emerging Products, Gen AI Voice. Previously led research for podcast and music creators and internal ads (DSP, SSP, and Ad Marketplace).
- Mentor and manage senior researchers to improve research methodology and practice at the company, increasing visibility of the research practice with senior leadership.

SENIOR USER RESEARCHER, *Dave, remote (March 2022 - April 2023)*

- Conduct user research to inform new features and product creation that is aligned with business and user needs and conduct key research to increase awareness and retention with core product, ExtraCash and product teams for credit, growth, banking and crypto.
- Collaborate with the Director of Research to build and scale a research team and introduce an iterative research program to scale research support across the company.

USER RESEARCHER, *Facebook, Menlo Park, CA and remote (April 2018 - March 2022)*

- Conduct generative, foundational and validation research for Facebook Ads Manager (2018-2020) and Marketplace Monetization (2020-2022).
- Establish and manage a rolling research program for empathy building in cross-functional teams.

USER RESEARCHER, *Instapage, San Francisco, CA (April 2017 - April 2018)*

- Establish a research practice with Head of Research for the organization as the first research hire that aligns business and user needs and set up a recruiting database for the research team.
- Conduct foundational, generative and validation research for key product areas including the core product and analytics functionality.

UX RESEARCHER, *Launch Consulting Roseville CA, (January 2017 - April 2017)*

- Manage clients including Netflix and Tideworks and conduct foundational and validation research for each.

UX RESEARCHER, *Closed Loop, Roseville CA, (2012 - 2017)*

- Assist senior researcher on projects for Netflix, Facebook, Intel, Intuit, PayPal, Crate & Barrel, StubHub, and SMUD. Establishing experience in industries including payments, social media, entertainment and ecommerce.
- Set up and maintained a usability lab in Roseville, CA with Tobii eye tracking software & hardware

Education, Trainings, Volunteering

B.A. Anthropology, Sacramento State University, CA

U.S. Digital Response, Volunteer panel speaker and lead researcher

Insights to Innovation & Storytelling for Influence, IdeoU, Online; **UX Training**, NN/g Usability Week