

Ronald Figueroa

www.linkedin.com/in/ronaldfigueroa | www.ronaldfigueroa.com
ronald.figueroa@gmail.com | (310) 850 - 3181

WORK EXPERIENCE

Senior UX Researcher at Epsilon

Jun 2022 - Present

UX researcher supporting digital content strategy and product development for multiple automotive OEMs. Conduct mixed-methods research - discovery, heuristic evaluations, usability testing, and analytics, to deliver actionable insights that improve user experience and business outcomes.

Key Contributions:

- Led large-scale UX audit; leveraged AI (ChatGPT) to build a JavaScript tool automating Google PageSpeed Insights audits across nationwide dealer websites.
- Conducted discovery interviews and developed wireframes/prototypes to inform early-stage product design.
- Planned research studies and contributed to persona development (user interviews + Quatrics sentiment analysis) and leveraged my bilingual skills to conduct usability testing in Mexico.
- Accelerated qualitative analysis using AI and LLM tools in FigJam and Miro to synthesize and present UX insights with actionable recommendations.
- Supported the end-to-end content management in Adobe Experience Manager (AEM), including information architecture, taxonomy, and site maps for efficient content migration.
- Authored content management playbook for SharePoint and AEM, defining workflows, taxonomy, metadata standards, roles, permissions, and lifecycle management.

Content Strategist/UX Researcher at Epsilon

Sep 2020 - May 2022

In this hybrid UX research and content strategist role within Epsilon's Automotive vertical, I supported digital experience initiatives for multiple automotive OEM clients. My work focused on aligning product experiences with user needs through research, content strategy, web content management, and structured experience design practices.

Key Contributions:

- Conducted usability testing, and surveys to enhance overall digital products usability and engagement.
- Created content matrices to map and organize assets for dynamic marketing landing pages.
- Wrote and optimized web content for interface microcopy, SEO, with a focus on usability, and accessibility.
- Collaborated with cross-functional teams (marketing, product, design, engineering) to align content with user and business needs.
- Synthesized research insights and presented findings with recommendations to guide content architecture, messaging, and user-centered design.

Creative Web Technologist - Freelance

Aug 2014 - Dec 2018

Designed and maintained Wordpress websites for small businesses using full-stack LAMP development. Provided SEO, analytics setup, and client training through tutorials and hands-on support.

Web Specialist at AMD

Jan 2016 - Dec 2016

Provided technical support, content management and marketing support for AMD developer websites and initiatives. Created assets, analyzed marketing data, and supported UX, SEO, and WordPress site deployments.

Software Engineer at HotSchedules

Aug 2013 - Jul 2014

Developed and maintained corporate Wordpress website and product-related web applications. Collaborated with cross-functional teams; designed, prototyped and built features using web technologies and UX best practices.

Web Developer at XO Group Inc.

May 2007 - Aug 2013

Developed front-end web applications for XO Group brands like TheKnot.com. Collaborated across teams to refine UX/UI, implement designs, and guide technical solutions.

Content Manager at Saatchi & Saatchi

Apr 2001 - May 2007

Managed content for Toyota.com, ensuring quality, brand alignment, and on-time delivery. Bridged creative and technical teams; handled assets, tools, and production protocols.

Research Associate at UCSD Center for Research in Language

Aug 1996 - Nov 1999

Supervised cognitive science lab operations and managed federally funded research projects and teams. Developed experiments, trained staff, interviewed subjects, and built lab websites to support research initiatives.

EDUCATION

San Diego State University
BA, Psychology

CERTIFICATIONS

Design Principles, Human-Centered Design, Information Design, Input Interaction, UX: Research & Prototyping

SKILLS

UX Research: Usability testing, interviews, surveys, heuristic evaluations, persona development, basic quantitative analysis, research operations, insight generation, recommendations

Tools: Figma, Miro, FigJam, UserZoom, Respondent, Adobe Experience Manager (AEM), WordPress, Google Analytics, Qualtrics, AI Tools (ChatGPT, LLM-based analysis, AI-assisted synthesis)

Languages: HTML, CSS, JavaScript, Spanish

Content Strategy: Information architecture, taxonomy, content matrix, UX writing, SEO, accessibility, CMS governance documentation

Collaboration: Cross-functional teamwork, stakeholder presentations, training abilities