

LAURA GONZALES, PH.D.

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Professional Summary

Bilingual (Spanish-English) UX researcher with experience in conceptual and evaluative qualitative research, software localization, participatory design, and collaboration. Publishes extensively (4 books and 30+ articles) on the connections between translation and technology design and has directed and led transnational teams working in bilingual UX research.

Skills

User-Experience Research

Contextual inquiry, ethnography, interviews, focus groups, diary studies, usability studies

Technical translation and Localization

Spanish/English and multiple Indigenous languages from Latin America

Software

dscout, UserZoom, Qualtrics, Adobe Suite, Figma, Miro, Asana, Microsoft Office

Participatory Design

Led participatory design research in health, legal, and community sectors across the US, Guatemala, Mexico, and Nepal

Work History

Meta (Facebook)

Full Time Qualitative UX Researcher, 07/22- 01/23

- Led product impact and development through generative and evaluative user-experience methods (diary studies, interviews, focus groups, usability testing).
- Collaborated with cross-functional partners (data scientists, product designers, engineers) to improve the notification experience on a large-scale Meta product, leading to over 15 million weekly active users.

Language Access Florida, LLC

Director and UX Researcher, 06/20- present

- Established partnerships with health-based businesses and organizations to ship 150+ audiovisual products related to cultural health across Mexico, Guatemala, and the US.
- Applied UX research to increase visibility of health-messaging for clients by 300%.

University of Florida

Assistant Professor of Digital Writing, 08/19-present

- Mentored 400 new UX researchers by teaching courses in user-experience, translation, and technology design at undergraduate and PhD levels.
- Published 4 books and 30+ articles on the intersections of translation and UX, including publications in *User-Experience Magazine*, *Journal of Usability Studies*, and *ACM SIGDOC*.

Multilingual User Experience Research Center – El Paso, TX

Founder and Director, 08/2016 to 07/2019

- Led transnational UX research on the Mexico-US border to improve digital experiences for binational, bilingual users in health and legal sectors.
- Directed usability testing and software localization in Spanish and English.

Education: Ph.D. in Digital Rhetoric and Writing, Michigan State University, 08/2016.