MARVIN A. GARCIA

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Professional Experience

Ericsson AB, Stockholm
Experience Lead, *Apr. 2020 – Present*

- Introduced and optimized a user-centered research approach across 10 diverse product areas, resulting in a 25% increase in user satisfaction and a 15% reduction in user complaints.
- Implemented data-driven solutions for analyzing and monitoring website and product usage, increasing engagement metrics by 20%.
- Fostered collaboration between newly developed research teams leading to a 30% improvement in cross-departmental project efficiency.
- Managed multiple research activities simultaneously, maintaining high-quality standards and ensuring 100% on-time delivery of insights.
- Synthesized diverse data types, ensuring comprehensive findings that contributed to a 10% increase in actionable insights adopted by the product teams.

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

- Conducted market research and data analysis on plant-based medication, producing reports that led to a 15% increase in subscriber base.
- Presented investment insight reports at 5 conferences, resulting in a 10% increase in investor interest.
- Advised junior researchers, enhancing their skill sets and reducing their project turnaround time by 60%.

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

- Investigated the impact of salary negotiations on employee attitudes using mix-method research methods such as interviews, observations and surveys, leading to a 20% improvement in the hiring process satisfaction rate.

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

- Collaborated cross-functionally with UX writers, programmers, and service managers, achieving a 30% reduction in user pain points.
- Enhanced product interaction and acceptance, leading to a 20% increase in product adoption rates.

DIS Abroad, Cognitive Neuroscience Lab, Copenhagen
Lab Assistant, *Jul. 2016 – Jan. 2017*

- Supervised human-computer interaction experiments, contributing to a 15% improvement in cognitive process understanding.
- Instructed on statistical analysis and modeling, improving student performance by 20%.

Education

KU Leuven, Belgium, *2017-2018*
PhD in Business Economics, with a 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, with a focus in Behavioral Psychology (Cum Laude)

Research Skills

• Usability Testing • Web Analytics • A/B Testing •Multivariate Analysis • Surveys & Questionnaires • Clustering Qualitative Data •Eye Tracking • Benchmarking • Contextual Analysis • Structured & Semi-structured Interviews • Guerrilla Testing • Focus Groups

Design Skills

• UI/Interaction Design • Agile Development • Information Architecture • Task Flow • Journey Mapping • Wireframes • Prototyping • Data Visualization • Visual & Emotional Design • Affinity Analysis • Empathy Mapping • Personas • As-is Scenarios • Ideation Workshops

Software Skills

• Figma • Sketch • Miro • Adobe CC (XD, Illustrator, Photoshop) • Tableau • SPSS Statistics • R Statistics • Microsoft Suite (PowerBi, Excel, SharePoint, PowerPoint, Word) • E-Prime

Language Skills

• English (native) • Spanish (native) • Swedish (Basic) • German (Beginner)

Additional Information

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