

JONATHAN GOH

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Selected UX Research

Welcome to Cambodia Town

01/2023 - 06/2023

Massachusetts Institute of Technology (MIT) Master's Thesis

- Executed end-to-end UX research—running 10 in-depth interviews, contextual inquiry, and data analysis—to tackle low market visibility among Cambodian-American businesses
- Used findings to design a mobile app prototype that builds connections between Cambodian-American digital creators and improves place discovery—presenting it to community stakeholders

YouTube Fashion & Beauty User Research

2021

Material Client: Google

Ran a 9,000-person survey research study for Google—in one of their key verticals—that demonstrated the impact of YouTube for fashion and beauty consumers compared to Instagram and Facebook

Optum Population Health Management Platform

2018

Fusion Hill Client: Optum

Led in-depth interviews with 15 clinical and business decision-makers at large healthcare organizations, resulting in design recommendations that enhanced a leading healthcare company's population health management product, driving increased adoption

Work Experience

Design Researcher

06/2022 - 06/2023

MIT Civic Data Design Lab Cambridge, MA

Led data analysis, visualization, and research on a team of MIT analysts, programmers, and designers to build a web-based interactive data visualization on migration risks in West Africa for the United Nations (UN) to support policy decision-makers

Research Manager

09/2019 - 09/2021

Material Los Angeles, CA

- Managed user research in a fast-paced consulting environment where I delivered results on tight timelines to high-profile clients like Google, Dropbox, and Pepsico
- Extracted quantitative and qualitative insights that drove product development like user journeys within cloud file-sharing platforms, and changes in online food consumption behaviors post-COVID

Senior Research Analyst

03/2018 - 08/2019

UnitedHealth Group Minneapolis, MN

- Led research on a 3-person team that set the direction for a core operational area of the world's 2nd largest healthcare company—developing a data-driven system that optimizes treatment decisions
- Synthesized scientific research and competitive analysis into a strategic roadmap for C-Suite executives to guide company-wide innovation and value creation

Junior Researcher

11/2016 - 03/2018

Fusion Hill Minneapolis, MN

- Conducted qualitative user research studies that enabled Fortune 100 companies in FinTech, CPG and Healthcare to uncover unmet user needs and develop high impact product features
- Led analysis of qualitative data—building user personas, and journey maps—and created client deliverables to communicate insights

Education & Skills

Massachusetts Institute of Technology (MIT)

Cambridge, MA

Master in City Planning 2021-2023

Macalester College

St. Paul, MN

B.A. Anthropology 2011-2015

Qualitative research

1:1 in-depth interviews
Contextual inquiry
Persona development
Journey mapping
Ethnography

Quantitative research

Survey design (Qualtrics)
Data Analysis (Python)
SQL
UX Design
CSS/HTML
Wireframing (Figma)