

MARCELA CHRISTINA MUSGROVE, MS, MBI, CSPO

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Specialty keywords: User experience (UX) research, ethnography, usability testing, design thinking, human factors, User Acceptance Testing (UAT), Certified SAFE agilist, Native Spanish-English bilingual speaker.

EDUCATION

Masters in Biomedical Informatics, Oregon Health and Sciences University. 2012

M.S. Human-Computer Interaction, Georgia Institute of Technology 2005

Certificate in Management of Technology from College of Management. Awarded the Verizon Scholarship.

B.A. Applied Mathematics, B.S. in Human-Computer Interaction, minors in Spanish and Physics.
Bryn Mawr College and North Carolina State University, Raleigh, NC. Study abroad in Spain & Chile

Certifications: MeasuringU UX Bootcamp in Quantitative Methods 2019
Certified Scrum Product Owner, Applied Frameworks 2019

EXPERIENCE

UX Analyst, Pluribus Digital 6/20-present
UX research, usability testing, UAT and design of wireframes for USCIS

UX and Social Media Freelance projects 10/17-present

- UX Researcher & social media strategy for Mentra (startup to support neurodiversity in employment)
- Social media strategy for Covid Straight Talk (Last Mile) and League of Women Voters Sandhills Chapter
- Conducted usability and content audit for Victim Rights Legal Center web site.
- UX Researcher for HIMSS/Accenture Design Challenge on Healthy Aging in Place for rural communities—organized team, did background research, did ethnographic-style research involving fieldwork in senior centers, assisted living facilities, fall prevention classes, caregiver support groups and churches. Worked towards setting up health promotion classes at 2 Spanish speaking parishes with local health department
- Helped with data entry for human factors summative usability tests for UserWise
- Consulted with Affect Mental Health startup on UX, social media, and patient/consumer perspective
- UX design project for Pall Corporation
- UX Researcher for IDEO.org design challenge on improving employment opportunities for people with disabilities—participant observation, interviews, analysis, ideation, personas and storyboard prototype

User Researcher, Sandia National Labs(contractor through SAIC) 12/18-6/19

- Led one-on-one remote and in-person usability testing using think-aloud protocol and RITE (Rapid Iterative Testing and Evaluation) method on internal government applications
- Performed heuristic evaluation on Energy.gov

Product Analyst/Trainer, eClinicalworks 6/14-9/17

- Did needs assessment and collected requirements for smart/specialty forms from medical professionals.
- Created JIRA requests, set timeline and translated requirements into specifications for developers.
- Trained doctor's offices on use of eClinicalWorks, an EHR software, 100% travel.

QA Intern, Freddie Mac. Documented test plans 8/13-12/13

User Researcher/Designer—contract w/Indiana University/U of Rochester 5/12-10/12
Conducted focus groups & interviews for design of mobile health app to assess eating disorders among Mexican migrant women

Human Factors Intern, UVa Hospital & Systems Engineering Dept

6/10-9/10

Conducted human factors research for observational study on role of nurse interruptions in pediatric wards

Researcher, Eindhoven University of Technology, Netherlands

4/06-7/07

Research on role of mobile phones in social interaction and etiquette within larger framework of location awareness, social software, connectedness and ubiquitous computing

User Researcher (contract), Merge Agency.

1/06-4/06

Conducted focus groups, usability testing, and designed wireframes using Omnigraffle and Visio

User Research Intern, ezGov.

9/04-12/04

Performed contextual inquiry to interview cross section of employees in both Amsterdam and Atlanta offices in order to discover work practices, communication methods and cultural differences. Created affinity diagrams to compile themes, goals and ideas to develop prototype from qualitative data.

QA Intern, Air2Web. Testing on mobile devices

1/2004-5/2004

ORGANIZATIONS: Boston CHI, UXPA, Latinas in Computing, Ladies who UX, ACM

VOLUNTEER WORK: Usher at Albuquerque Little Theatre, Lyric Stage Company, Huntington Theatre, Hanover Theatre, Central Square Theatre, Cary Hall, AMP concerts, Adobe Theatre, World Music

Social Media for Society of Participatory Medicine (2010-present), Aux Dog Theatre, Boston CHI

LANGUAGES: Spanish(native), English (native), French (proficient)