Merari Bonilla Ovando

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Professional Summary

UI/UX Bilingual Researcher (Spanish-English) with a strong background in **user testing, product validation, and data-driven design**. Skilled in conducting usability studies, analyzing user behavior, and delivering actionable insights to improve digital experiences. Passionate about understanding users' needs and aligning research findings with business goals to create intuitive, high-impact designs.

Skills & Tools

- **User Research:** Various types of Interviews, Usability Testing, A/B Testing
- **Data Analysis:** Heatmaps, User Journeys, Personas, Affinity Mapping
- **Research Methods:** Qualitative & Quantitative, Competitive Analysis
- **Prototyping & Wireframing:** Figma, Adobe Illustrator, Sketch
- **Collaboration & Communication:** Jira , Cross-functional Teams
- **Tools:** Notion, Confluence, Hotjar, Google Trends, Google Analytics

Work Experience

Product Analyst | JP Morgan Chase | 2022 - Present

- Conduct **end-to-end UX/UI validation testing**, ensuring seamless and intuitive digital experiences for users.
- Drive **data-informed decision-making** by leading continuous user interviews, usability studies, and **A/B testing** to optimize product workflows and increase engagement.
- Collaborate with **cross-functional teams** to integrate user feedback into iterative product improvements, enhancing usability and accessibility.
- Leverage **heatmaps, session recordings, and behavioral analytics** to identify pain points and implement solutions that improve user satisfaction.
- Deliver **on-time, high-quality product releases** by identifying defects, conducting thorough re-testing, and ensuring all improvements meet usability and accessibility standards.

Freelance UX Researcher | Meal Prep Services, Flavour Prep | 2023 - 2024

- Scaled UX research and usability tests for a Startup Business to enhance their digital products.
- Developed **personas, journey maps, and usability reports** to guide design decisions.
- Created wireframes and prototypes to visualize research-backed design improvements.
- Validated their new design and scheduling experience for speed, convenience, and clarity, with an impact to the customer's overall satisfaction.

Education & Certifications

2023   **UX/UI Design Certificate** | Thinkful (New York, US.)

2014   **BA, Engineering/Industrial Management** | Universidad Galileo (Guatemala)