

Clara Gonzalez Sueyro

EDUCATION

John. S. Knight Fellow 2016 - 2017

Stanford University Palo Alto

UX Design Course 2013

General Assembly

San Francisco

Masters

in Anthropology

2010

University of Buenos Aires

Buenos Aires

Bachelors

in Anthropology

2006

University of Buenos Aires

Buenos Aires

EXPERIENCE

Founder, Jobs to be Researched LLC -

2017- Present

Research consulting firm using Jobs to be Done framework.

Client: National Geographic Partners. *Impact:*

- Research findings informed the Your Shot website redesign.
- Research findings informed the membership offerings for Your Shot platform.

John. S. Knight Fellow, Stanford University -

2016 to 2017

Focused on how news podcasts can help English language learners become more proficient in the language.

Impact:

- Created a prototype with the support of ESL professors at Stanford.

Director, User Experience, Radio Ambulante - NPR

2015 to 2016

Practiced with and directed a small team to research the podcast's audience, develop a UX strategy and implement the day-to-day execution of improvements to the UX and design of the Radio Ambulante website and associated assets.

Impact:

- Average page load time went from 11.64 seconds to 3 seconds.
- Bounce rate went from 60% to 38%
- We introduced a simple look & feel with few distractions.
- New social media display links helped increase Facebook fans by 21% and Twitter followers by 48% in 2 months.
- New donation page helped us receive 90 new donations in a month.
- New link to iTunes helped us receive 300 new listener reviews in two months.
- The new design helped us increase newsletter subscriptions from 1,700 to 2,854 subscriptions in 2 months.
- Through a special campaign we captured 1,900 signups for "La Escuela de Radio Ambulante" podcast training course.

UX Researcher, Code for America -

2014 to 2014

Led a team through the research and development process to address the issue of economic development for the Government of Puerto Rico culminating in the launch of PrimerPeso.com.

Impact:

- Primer Peso was used by hundreds of business owners in Puerto Rico to identify and apply for financial incentives.
- The site was forked 4 times.

Founder, Chef Surfing -

2011 to 2013

Led the Chef Surfing team's day-to-day operations, working closely with developers, designers and communications staff to adjust execution and ensure product quality based on customer feedback.

Impact:

- 1,000 Chef sign-ups in 6 months.
- Participated in Startup Chile and LocalFoodLab accelerators.