

MARY C. AVILES

Multi-Sector Human Experience Strategist + Researcher

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NON-PROFIT, HEALTHCARE, B2C + B2B FOR-PROFIT EXPERIENCE

Mixed Methods UX/CX/Market Researcher

The Constructive Dialogue Institute.....2022 - present

- Work with the Learning Solutions and Growth teams to identify research questions, design and execute research projects to better understand user needs, and communicate insights to guide product decisions.
- Independently design and execute studies that are efficient and useful, using both qualitative and quantitative methodologies as appropriate.

Special Projects Strategist + Human Experience Researcher

Mary Aviles, LLC.....2004 - present

- Manage full-service research (200+ studies to date) to reduce risk and inform marketing, communications, and development decisions.
- Blend qualitative, quantitative, observation, and social media findings reflecting community, consumer, professional, and patient experiences.

Clients: Allstate, Expedia, Fidelity, Filippo Berio, Grand Marnier, Kroll, Nestle, Paychex, Samsung, Steelcase, Stryker, The Hartford, Urban Land Institute, Vimeo.

Managing Editor

Nightingale, Journal of the Data Visualization Society.....2020 - 2022

- Nurtured a community of 21,000 data visualization professionals by maintaining a platform for learning, advancement, and contribution.
- Led the strategy and daily operations of this differentiated member service that provides broad exposure and promotion.
- Launched print magazine, including fundraising necessary to support distribution to over 53 countries; first print run sold out within a month.

Senior User Experience Researcher

Detroit Labs.....2021 - 2022

- Led research operations functions, including project scoping, developing templates, frameworks and processes, and research accessibility.
- Devised and facilitated workshops, activities, and sprints to drive organizational/service/systems alignment and strategy.

Vice President of Insights + Experience

EarlyWorks llc.....2018 - 2020

- Led research with low-income caregivers to evaluate user experience and inform development of a digital resource for families seeking child care.
- Devised the strategy and management of 40+ trusted messenger nonprofits mobilizing historically-undercounted communities for the 2020 Census.

Clients: Community Foundation for Southeast Michigan, Fair Food Network, NEI, Ralph C. Wilson, Jr. Foundation, City of Detroit, United Way of Southeast Michigan.

Director of Strategy Development

TechTown Detroit.....2017 - 2018

- Led research and strategy resulting in an MOU among seven community development organizations for a network of neighborhood workspaces.

EDUCATION

Bachelor of Arts, **University of Michigan**, Ann Arbor, 1994
Fundamentals of Tableau, University of California-Davis, 2019

"Doesn't get any better than having one of our key internal stakeholders propose that we replicate the work.

Game-changing, actionable insights to drive growth!"
- VP Strategic Insights, Global Marketing

SPEAKING

Range of topics, solo and as a panelist:

- IEEE Vis 2021
- DataViz Society
- Detroit Startup Week
- Urban Land Institute
- Insights Association

WRITING

[Data Visualization Society](#)

[Meeting of the Minds](#)

CERTIFICATIONS

UX Certification, Nielsen Norman Group | 2022

Using Theory in Research, EPIC People | 2022

Design Sprint Masterclass, AJ&Smart | 2021

Semiotics: A User's Guide to Seeing Differently, EPIC People | 2020

Josh Spector's Newsletter Accelerator, For The Interested | 2019

Seth Godin's Podcasting Fellowship, Akimbo Workshops | 2018

AFFILIATIONS

- EPIC People, member
- Women in Research, mentor
- TechTown Detroit, volunteer