



MEGAN CAMPOS

M.S., Human Factors in Information Design
Bentley University
High distinction

RECENT EXPERIENCE

DIRECTOR,
EXPERIENCE RESEARCH
Mad*Pow
Jan 2019 - Present

- Lead human-centered research across multiple industries including healthcare, finance, and education.
- Design and run studies to synthesize and report on user needs, behaviors, and motivations across all stages of product, service, and experience development.
- Act as a co-lead for the research team in evolving the practice, managing growth, and supporting other members.
- Work with business development as the research SME to design studies that align research goals with client needs.
- Work closely with strategy, design, and behavior change teams to create actionable, nuanced, and multifaceted deliverables for clients.

UX ASSOCIATE,
RESEARCH & DESIGN
User Experience Center
Aug 2017 - Dec 2018

- Assist with the design, setup, notetaking, and moderation of usability tests in Bentley's state-of-the-art labs
- Assist in the analysis and reporting of test results
- Work on client projects across a wide range of industries

WEBSITE STRATEGIST
Jackrabbit Design
Feb 2015 - Jun 2018

- Act as the primary Information Architect for a wide range of sites
- Work with internal team members and client project stakeholders to refine wireframes and guide the creation of the final deliverable
- Act as the Project Manager for a range of web and print projects

EDUCATION

BENTLEY UNIVERSITY
January 2018

Master's Candidate in Human Factors in Information Design
President, UX Graduate Association
Volunteer, Conversation Partners

DICKINSON COLLEGE
May 2012

Bachelor of Arts, Sociology & Spanish Language
Studied abroad in Buenos Aires, Argentina and Havana, Cuba

LANGUAGES

ENGLISH (NATIVE)
SPANISH (PROFICIENT)

SKILLS

MODERATION & INTERVIEWING
STUDY DESIGN
CLIENT COMMUNICATION
RESEARCH OPS

ACTIVITIES

UXPA MEMBER
& CONFERENCE SPEAKER
MARATHONER x8