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MEGAN CAMPOS

Experience researcher passionate about creating and practicing inclusive, impactful, and strategic approaches to designing with users.

RECENT EXPERIENCE

DIRECTOR-PEOPLE MANAGER

Fidelity Investments
Nov 2022-Present

- Manage and mentor a team of three UXRs in the Wealth business unit (10+ product areas), supporting their growth and ensuring research quality.
- Lead end-to-end generative and evaluative research on complex financial offerings and experiences, translating ambiguous user needs into clear direction for product and design partners and earning consistent feedback that research has meaningfully shaped their decision-making.
- Established research as a core voice in early-stage service model evolution conversations, partnering with leadership to ensure user insights inform strategy before solutions are designed.

DIRECTOR, EXPERIENCE RESEARCH

Mad*Pow
Jan 2019-Nov 2022

- Lead the research team in evolving the practice, managing growth, and supporting junior researchers.
- Lead human-centered research across multiple industries including healthcare, finance, and education by scoping, designing, and facilitating studies to translate key findings to client stakeholders.
- Work with cross-functional teams to create multifaceted deliverables.

UX ASSOCIATE, RESEARCH & DESIGN

User Experience Center
Aug 2017-Dec 2018

- Assist with the design, setup, notetaking, and moderation of usability tests in a lab setting.
- Assist in the analysis and reporting of study results directly to client stakeholders.

EDUCATION

BENTLEY UNIVERSITY
Dec 2018

Master's Degree in Human Factors in Information Design | High Distinction
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 & scoping
Stakeholder communication
Research operations

ACTIVITIES

Conference speaker
Marathoner x8
Author, *97 Things Every UX Practitioner Should Know*