

Maria Paula Lengua

UX Researcher

(470) 399-7560
mariapaula1398@gmail.com
in/mlenguaespejo1
mplengua.com

Research Projects

Lead UX Researcher and Strategist

eCycle Hubs

Georgia Institute of Technology - Independent Study
Aug 2021 - Dec 2021 / Atlanta, GA

- Designed a 90+ respondent survey to recruit participants for interviews using Qualtrics XM to understand PC recycling and reusing habits.
- Managed three different research methods and evaluation plans to meet design requirements across different iterations.
- Created affinity model and world clouds to analyze qualitative data from survey and interview responses.

UX Researcher

Improving Readability for Twitch Chats

Georgia Institute of Technology - Independent Study
Aug 2021 - Dec 2021 / Atlanta, GA

- Led remote interviews and feedback sessions in English and Spanish for Twitch chat design iterations.
- Collaborated in sketching and lo-fi prototyping design based on research findings.
- Evaluated qualitative data using affinity-modeling, journey maps, empathy maps and personas.

Lead Researcher

Robotics Literacy Project

Georgia State University Reading Lab and MIT Personal Robots Group

Aug 2019 – Present / Atlanta, GA

- Digitized physical storybooks from a school curriculum for app development using Adobe Photoshop and Acrobat DC.
- Conducted feedback sessions with participants and reported to engineers for game design collaboration.
- Designed interactive instructional robot manual for parents and children using Adobe XD and Premiere Pro.

Lead Researcher and Quantitative Analyst

Motivational Factor for Second Language Learners

Georgia State University Dr. Robin Morris' Reading Lab
Aug 2019 - Dec 2020 / Atlanta, GA

- Ran statistical analysis (ANOVA, Multiple regression, Pearson Correlation) to identify reading motivational predictors for adults that want to learn English.
- Presented findings in seven research conferences (in person and remote) of 100+ attendees and two student panels.

Education

Georgia Institute of Technology

MS Human Computer Interaction

Aug 2021 – May 2023 / Atlanta, GA

Georgia State University

BS Psychology

Minor, Sociology

Aug 2016 – May 2021 / Atlanta, GA

Skills

Research

Survey Design
Card Sorting
Personas
Contextual Inquiry
Affinity Model
Heuristic Evaluation
Ethnography
Focus Groups
Statistical Analysis

Design

Sketching
Lo-fi Prototyping
Video Editing
Photo Editing

Languages

Spanish
English
Portuguese

Tools

Qualtrics

Google Forms
Microsoft Suites
SPSS
Google Analytics
Java
Python
Linux

Adobe Fresco

Adobe XD
Figma
Premiere Pro
Photoshop
Acrobat DC
Miro
Mural

Awards and Recognitions

Honors and Research Laureate Recognition

GSU Honors College
Received on May 2021

Research Distinction

GSU Department of Psychology
Received on May 2021

NIH Maximizing Access to Research Careers (MARC) Fellowship

Received from May 2020-May 2021

Perimeter Undergraduate Research Fellowship

GSU Perimeter College
Received on May 2019