

Nico Gusman

Research • Strategy • Service Design

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I help organizations understand people before deciding what to build, change, or improve.

Over the past decade, I've partnered with organizations across technology, healthcare, and social innovation to turn research into better products, services, and decisions.

WHAT I CONSISTENTLY BRING

Build shared understanding by inviting stakeholders into the research process.

Translate research into product strategy, service design, and organizational decisions.

Make research memorable through workshops, visual frameworks, and storytelling.

Bring curiosity, structure, and clarity to complex problems.

EXPERIENCE

Meta

Led end-to-end research that informed product strategy across multiple consumer experiences by revealing how people build relationships through digital tools.

Managed a \$1M+ annual research program, overseeing research planning, vendor partnerships, and budget to enable strategic research across multiple initiatives.

Guided cross-functional teams through discovery and synthesis, translating complex research into product strategy and roadmaps.

Co-created *Private Sharing: A Game of Relationships*, transforming insights into an engaging learning experience that helped teams remember and apply research after the study concluded.

Easy EC

Co-Founder & Executive Director

Founded an award-winning nonprofit that combined research, service design, and technology to improve access to emergency contraception.

Led research, service design, and implementation from discovery through pilot implementation, aligning funders, partners, and engineers around user needs.

Awarded the Thorne Prize for Social Innovation in Health in recognition of the project's potential to improve healthcare access through human-centered innovation.

University of California, San Francisco (UCSF)

Research Project Manager

Conducted end-to-end mixed-methods research for the Person-Centered Reproductive Health Program, informing the design and implementation of digital tools that improved reproductive healthcare experiences.

Translated research into digital products and clinical implementation, overseeing product development, cross-sector partnerships, budgets, vendors, and multidisciplinary teams to translate findings into evidence-based apps and websites.

Organized and facilitated a national cross-sector healthcare convening, bringing together leaders across healthcare, government, nonprofits, and academia to develop evidence-based recommendations and shared priorities.

SKILLS

Research

Concept Testing • Diary Studies • Heuristic Evaluations • In-depth Interviews • Focus Groups • Surveys • Usability Testing

Strategy

Roadmapping • Opportunity Discovery • Research Synthesis • Service Design

Leadership

Workshop Facilitation • Stakeholder Alignment • Executive Presentations • Visual Storytelling

Tools

Dscout • Figma • Google Suite • Lookback • Qualtrics • UserTesting • UserZoom

EDUCATION

Yale University

Master of Public Health (MPH), Social & Behavioral Sciences

University of California, Berkeley

Bachelor of Arts (BA), Social Welfare