

# Mireya Arteaga

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| MAJOR RESEARCH PARTNERS   | PUBLICITY   | INDUSTRY & ACADEMIC SPEAKING ENGAGEMENTS   |
|---|---|--|
| Interactive Advertising Bureau (IAB)   Ipsos   Isobar   Kantar Millward Brown   Magna   IPG Media Lab   Nielsen   Verto Analytics | YouGov   AdWeek   Advertising Research Foundation (ARF)   The Drum   eMarketer   VRAR Association   Cannes   CES   DMEXCO | Hispanic Marketing Council annual conference (formerly Culture Marketing Council)   Cal Poly Pomona   University of Texas Arlington   Insights Association   Argyle Executive Forum   Rock and Roll Podcast   UserTesting “Insights Unlocked”   GoDaddy Team “Inner”view   Quirk’s “Work and Play” |

Collaborative research leader with deep expertise in customer insights, UX research, market research, and brand strategy. I am a **collaborative leader who works alongside teams to ensure impactful, high-quality research that drives strategic decisions**. Known for delivering **concise, high-impact reports and direct, clear communication**, my work is frequently recognized for its brevity and effectiveness. My research in **AI and VR** has shaped innovative strategies while being widely cited in press and executive discussions. I thrive in roles that value autonomy, balance, and meaningful contributions over constant availability. I am extremely passionate about music - I play the drums every day!

## CORE COMPETENCIES & TECHNICAL SKILLS

- **Product & brand strategy | Executive presentations & thought leadership**
- **Cross-functional research advocacy** (bridging insights across PM, UX, Eng, Analytics, and CS to inform strategy)
- **UX research** (usability testing, journey mapping, qualitative interviews, persona development)
- **AI & emerging tech research** (customer perceptions, usability, awareness, and adoption across the AI purchase funnel)
- **Survey design** (foundational research, Jobs to Be Done, concept testing, pricing, U&A, brand perception, UX)
- **Knowledge management & research ops** (building shared knowledge banks, improving insight accessibility)
- **Tools:** UserTesting | Tableau (basic) | Harmoni | Qualtrics | SurveyMonkey | Alida | Excel | Figma (UX collaboration) | AI/voice tech usability tools (ChatGPT, Copilot, internal AI platform) | Adobe
- **Statistical testing:** t-tests, z-tests, ANOVA

## PROFESSIONAL EXPERIENCE

### [President | Insights Association West Chapter Board \(2025 – Present\)](#)

#### President-Elect (2024)

- Leading a volunteer board of **16 members**, shaping the direction of chapter events and initiatives.
- Designed and executed the **first annual national student insights competition** to foster a culture of collaboration and innovation while advancing the association through mentorship.

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## Lead Customer Researcher | GoDaddy (2021 – Present)

- Led research that shaped the integration of AI and traditional domain search, resulting in a **streamlined front-of-site experience** that improved customer usability and conversion rates.
- Played a key role in a **special project for the CEO**, delivering critical insights that influenced strategic decision-making.
- Created an **AI research bot** that centralizes AI-related findings, streamlining stakeholder inquiries, supporting office hours, and enabling teams to validate hypotheses without commissioning new studies.
- Research featured in internal strategy discussions and executive briefings, leading to major product updates.
- Partnering across teams, from VPs to product and UX teams, to ensure research leads to meaningful improvements.

## Founder & Principal | Human Stories LLC (2018 – Present)

- Providing contract research services to **Google, Edelman, Goodby Silverstein, IPG | Magna**, and others.
- Published a **scientific study with YouGov** on survey methodology, featured on *Methodology Matters* and OSF.
- Leading research on UX, brand tracking, and market trends, frequently cited in press and executive discussions.

## Technical Research Manager | YuMe, Inc. (now RhythmOne) (2015 – 2017)

- **Led the first VR advertising study at YuMe in 2017, setting industry benchmarks for immersive media research.**
- Research featured in **80+ press articles**, shaping industry conversations and YuMe's market positioning.

## Marketing Data Consultant (2010 – 2015)

- Optimized data processes across multiple industries, improving targeting, increasing sales leads, and streamlining clinical trial data analysis through automation,
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## EDUCATION

- **B.A. Economics** – University of California, Santa Cruz
  - **Economics Teaching Assistant** – University of California, Santa Cruz
  - **Jim Russell Racing Driver's School** – Introductory and Advanced Course Graduate
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## MEMBERSHIPS

- Insights Association
- Professional Insights Collaborative
- WIRe (Women in Research)
- Women in Tech (mentor)
- iota (consulting partner)