Michael J Gonzales, PhD

- Research leader with experience in building strategic research organizations that create compelling consumer and frontline experiences.
- Experience in leading user research, product design, data science, analytics, and technology development end-to-end.
- Experience in supporting innovation and product incubation, go-to-market partnerships, product execution and delivery, and business strategy development for both enterprise and external client solutions.
- Experience in design and development of cloud-based solutions and AI technology for end-customers.

Education

PhD in Computer Science & Eng. University of Notre Dame | 2016 Thesis: Safety Critical Healthcare Technology Design

MSc in Computer Science & Eng. University of Notre Dame | 2015

BS in Computer Engineering University of Notre Dame | 2010

Certifications

Corporate Executive Development Program

Cox School of Business Southern Methodist University October 2024

Project Management Professional (PMP) Certification

Active | March 2018

SAFe Agile Product Management (APM) Certification

Active | February 2024

SAFe Agilist Certification Active | March 2018

Competencies

Artificial Intelligence / Data

- Convolutional Neural Networks
- Conventional Machine Learning
- GenAl applications

User Research Methods

- Ethnographic Research
- Contextual Inquiry
- Qualitative Methods
- Quantitative Methods
- Usability Testing
- Formerly HIPAA Trained

Cloud Architecture

- SQL and NoSQL DB
- On-prem & Cloud Solution architecture experience) AWS, GCP, and Azure)

Professional Experience

AT&T

Director - Insights and Research

March 2022 – Present

- Lead strategic product and innovation research at scale through the product lifecycle.
- Built and lead a team of 16 user experience researchers, data scientists, and technologists who oversee research & technology efforts for Mass Markets product and P&L decision-makers.
- Led the design and establishment of a design studio and research lab in Austin, TX, which includes 3 human factors labs, with one built in partnership with call center/retail partners for omnichannel research.
- Established Enterprise Research pillars to support research at scale, including research practice & standards, inclusive UX, research communication & education, innovation & industry, and product metrics.
- Established a Strategic Research program structure to support Mass Market Product management leaders in uncovering product experience insights, supporting product design, decision-making and requirements,
- Established an company-wide accessible Insights Repository, providing access to the team's research at scale.

Assoc. Director - Insights and Research

March 2021 – March 2022

Managed and scaled a research practice from seven to 13 researchers, data scientists, and technologists.

• Established an omnichannel research practice, enabling our programs access to our call center, retail, and field representatives to ensure omnichannel

Principal Researcher & Data Scientist

July 2018 – Feb 2021

- Led data science efforts within the research organization to scale Al and business analytics in support of AT&T products and services.
- Led and support product development, user-research, and data science efforts on cross-organizational initiatives, including end-to-end customer experiences for product onboarding, service, and support.
- Led and support executional delivery and product ownership efforts by transforming strategic visions into product requirements and leading planning efforts across for multiple business units and scrum teams.

Intel Corporation

Product Owner, Chief Data Office

February 2018 – July 2018

- Led the design, architecture, and development of an internal infrastructure/on-prem platform for data science, machine learning, and deep learning initiatives across the company.
- Coordinated stakeholder interviews across business units for developing technical requirements for the CDO infrastructure team.

Design and Research Tools

- Figma
- UserZoom
- UserTesting
- dScout
- Adobe Photoshop
- Adobe Illustrator

Awards

- Eli J. Shaheen Award (Top Graduate Engineering Award)
 University of Notro Dame, 20
- University of Notre Dame, 20162013-2016 Adobe Fellow
- 2013-2016 Adobe Fellow
 2014-2016 DOE GAANN Fellow
- 2014-2016 DOE GAANN FEIIOV
 2013 NSF GREP Fellow
- 2013 NSF GREP Fellow Honorable Mention
 Bost Dapor & Post Studie
- Best Paper & Best Student Paper, IMSH 2014
- Best Poster National GEM Annual Conference
- Featured Minority Engineer Magazine, June 2011

Service

- Reviewer, HRI 2015
- Recruiter, University of Notre Dame, 2013-2016
- Reviewer, IEEE Trans. On Human-Machine Systems, 2015
- Web Designer, RHC Lab, University of Notre Dame, 2014
- National Robotics Week, Graphic Design, 2012 – 2014
- Reviewer, Pervasive Health, 2012

Memberships

- SHPE
- GEM
- ACM
- IEEE

Solution Architect & Design Technologist

- Led UX research and design strategy, including the design and development of cloud-based health and wellness AI solution.
- Managed a research team conducting qualitative and quantitative research, and led the design of multiple product proposals, and prototypes that led to customer wins over competitor products.
- Developed multiple low to high fidelity prototype, proof-of-concept, and full-stack enterprise solutions for executive stakeholders.
- Supported go-to-market partnerships, product/business strategy, and contracting with external customers.
- Supported marketing, visual design, and brand strategy for multiple Intel internal/external stakeholders, programs, and business units, including reports, advertising material, logos, and iconography.
- Drove diversity & inclusion talent outreach for Intel Leadership Pipeline Programs, including recruiting events and employee resource groups.

University of Notre Dame

Healthcare UX and AI Graduate Researcher August 2011 - May 2016

- Adobe Foundation GEM Fellow & Dept. of Education Fellow
- Led and conducted human-computer interaction, health informatics, and user-experience research focused on evaluating the effects of novel collaborative tools for clinicians in emergency spaces.
- Co-designed multi-modal and computer-vision technology with clinicians aimed at solving issues that occur with cognitive aids.
- Mentored and supervised research assistants in topics focused on programming, health informatics, user research, and analysis of quantitative & qualitative datasets.

Selected Publications

- Greg W. Edwards, *Michael J. Gonzales*, & Marc Sullivan. 2020. "Robocalling STIRRED and SHAKEN! - An Investigation into Trust and Answer Rates." In Proc. of the 2020 CHI Conference on Human Factors in Computing Systems, 2020.
- Michael J. Gonzales, Joshua M. Henry, Aaron W. Calhoun, & Laurel D. Riek. 2016. "Visual task: a collaborative cognitive aid for acute care resuscitation," In Proc. of the 10th EAI Int'l Conference on Pervasive Computing Technologies for Healthcare.
- Tariq Iqbal, *Michael J. Gonzales*, and Laurel D. Riek "Mobile Robots and Marching Humans: Measuring Synchronous Joint Action While in Motion". In Proc. of the AAAI Symposium on Artificial Intelligence in Human-Robot Interaction (AI-HRI), 2014
- Tariq Iqbal., *Michael J. Gonzales*, and Laurel D. Riek. "A Model for Time-Synchronized Sensing and Motion to Support Human-Robot Fluency". In Proc. of the 9th ACM/IEEE International Conference on Human-Robot Interaction (HRI), Workshop on Timing in HRI, 2014
- Maryam Moosaei, *Michael J. Gonzales*, & Laurel D. Riek, 2014. "Naturalistic Pain Synthesis for Virtual Patients," In: Bickmore T., Marsella S., Sidner C. (eds) Intelligent Virtual Agents (IVA 2014). Lecture Notes in Computer Science, vol 8637. Springer
- Michael J. Gonzales, Maryam Moosaei, Laurel D. Riek, 2013. "A Novel Method for Synthesizing Naturalistic Pain on Virtual Patients". Simulation in Healthcare. Vol. 8, Issue 6. [Best overall paper and Best student paper, Technology Innovation, IMSH 2014]
- Michael J. Gonzales, Vanice C. Cheung, Laurel D. Riek. "Designing Collaborative Healthcare Technology for the Acute Care Workflow." In Proc. of the 9th IEEE Int'l Conference on Pervasive Computing Technologies for Healthcare.