MELISSA RENAU CANO, PhD

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BUSINESS ANALYST

I bring +7 years of experience helping civic tech, healthcare, and nonprofit organizations elicit the actual needs of stakeholders, bridge the gap between stakeholders and IT teams, and co-create innovative solutions. I focus on leveraging human-centered design, participatory research, service design, and BABOK-aligned business analysis to identify areas for process improvement, provide strategic insights, and support data-driven decision-making that drives positive change.

CORE AND TECHNICAL COMPETENCIES

Agile scrum, kanban, waterfall|Human-Centered Design|Business Analysis (BABOK)|
Figma|Dovetail|Qualitative & Quantitative Research | Participatory Research |Systems Thinking|
Miro| Service Design| JIRA| Excel|user stories|Optimal Workshop|Data analysis|Human-Centered Design|
Project Management| Nvivo|Atlas.ti | Journey mapping| Google Workspace| MS Office 365 Suite|Visio

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EXPERIENCE

University of California, Irvine (UCI) | *Remote, US*

Consultant – Computer Science Research Group | June 2024 – Present

Leading a research project that consists of market research, literature reviews, and end-user interviews for a wearable app aimed at reducing alcohol consumption and promoting healthy habits.

Holon Design Agency | Remote, Spain

Consultant | September 2024 – Present

Leading a discovery research project aimed at finding new ideas for involving the community in the provision of elder care. Conducting stakeholder interviews and synthesizing information into actionable insights for implementation.

United States Digital Response (USDR) | *Remote, US*

User Experience Researcher | April 2024 – December 2024

Developed content testing research for spanish content, performed interviews to constituents for gathering insights to improve procurement process, tree testing, and performed GA analysis impacting website UI design and content while training city partners for three different local governments across the US.

Suara | *Hybrid, Spain*

Business Analyst – Research & Development Department | April 2022 – November 2023

- Conducted root cause analysis to address high churn rates, assessing vendor performance, directly advising the R&D Director on team composition and strategic changes. Led the co-design, testing and implementation of scalable solutions that reduced onboarding time from over a month to one week.
- Led the development next to relevant stakeholders of data-driven KPI dashboards enhancing data-based decision-making for project managers and executive-level leaders.
- Led user research initiatives to identify pain points, creating user stories, scenarios, and sprint-ready requirements; collaborated with designers to test and deploy a redesigned UI, cutting churn by 20%.

- Partnered with QA to ensure robust testing processes, defined UAT acceptance requirements, and validated outcomes; provided insights to prioritize backlog items in JIRA, ensuring alignment and reducing post-deployment issues.
- Directed a strategic research project for the company's most critical branch, impacting 3,600 workers and influencing 65% of company revenue ($76M); analyzed market context, company capabilities, and user needs, guiding the agile development of five pilots that are now in the product-market fit stage.
- Co-created an onboarding manual and troubleshooting guide with designers, developers and operations teams, streamlining onboarding and support processes, reducing customer resolution time from 60 to 20 minutes, later embedding onboarding directly into the platform UI for scalable impact.

Universitat Oberta de Catalunya (UOC) | *Hybrid, Spain*

Scientific Researcher – Internet Interdisciplinary Institute | November 2018 – March 2022
- Conducted qualitative and quantitative elicitation techniques (e.g., interviews, focus groups, workshops, surveys, and statistical analysis) with over 150 participants across 4 international cross-cultural projects.
- Developed reports, statistical analyses, artifacts (journeys, service blueprints) and presentations, providing data-oriented recommendations that influenced the European Platform Work Directive and HR practices in three companies, enhancing onboarding efficiency and job satisfaction.
- Built and coordinated an interdisciplinary cross-sectoral network of 150+ members, securing $520k in funding and leading a 30-person team to ensure objectives were met, impacts were achieved, and coordination across multiple working groups was seamless.
- Delivered strategic recommendations and disseminated findings to public and private stakeholders via reports, press releases, public speeches, and advisory sessions, fostering community engagement and influencing policy and organizational change.

EDUCATION

Ph.D. in Network & Information Technologies |Open University of Catalonia, Spain | **June 2024**
- "Platform Work: A Holistic Analysis of Platforms' Business Models and a Focus on Riders' Flexibility"

MS. Sociology |University of Barcelona, Spain| **July 2019**

B.A. Business Administration|Pompeu Fabra University, Spain| **July 2017**

  Erasmus Exchange: Maastricht University, Netherlands (2016)

CERTIFICATIONS
- Essentials of Business Analysis Certificate | Villanova University | **December 2024**
- Service Design | Interaction Design Foundation | **February 2024**
- Introduction to U.S Healthcare| Stanford University Coursera | **February 2024**

LANGUAGES
- Spanish (native), Catalan (native), English (proficient)