

Aidan Gonzalez

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EDUCATION

University of North Texas

Expected: Dec 2025

Bachelor of Business Administration – Marketing

GPA: 3.8

Emphasis: Product Marketing, Digital Marketing, Stakeholder Communication, Product Management

Extracurricular: American Marketing Association (AMA) and User Experience Student Association (UXSA)

EXPERIENCE

Voice of the Customer Intern (VoC) - GM Financial, Fort Worth, TX

May – Aug 2025

- Led analysis of customer feedback from multiple data sources serving the 3M user base of GM Financial, identifying critical friction points that influenced VP-level roadmap prioritization
- Partnered cross-functionally with CX, UX designers, product managers, and data analytics teams to help define product vision and strategy, delivering the most value back to the customer
- Built comprehensive VoC reporting using Qualtrics analysis tools across call transcripts, messaging, Nanci IVR (IBM Watson), surveys, and social media, enabling data-driven product decisions for 3M users

PROJECTS

Payment UX Optimization – GM Financial

Jun 2025

- Executed end-to-end discovery and root cause analysis on critical payment UX issue, curing a **\$61K** quarterly impact to operational expenditures
- Facilitated cross-functional workshop with agile development team to evaluate solutions based on cost-benefit analysis and usability impact, achieving consensus on MVP approach for Q4 roadmap
- Presented business case to VP of Product with quantified cost analysis and user impact projections, securing approval for solution development

SLIP Intern Journey Optimization – GM Financial

Jul 2025

- Conducted structured stakeholder interviews and feedback analysis to identify improvement opportunities in the Sophomore Intern Leadership Program experience
- Synthesized 50+ Interview feedback themes through affinity mapping to guide the program strategy
- Delivered data-driven recommendations to CX and HR leadership as scalable solutions to improve retention

EV Experience Research – GM Financial

Jul 2025

- Analyzed **3K+** customer service interactions using AI-powered tools to uncover product friction points in EV customer journey and create an intuitive and beautiful user experience
- Led product roadmap prioritization research for EV payments features by synthesizing insights from web messaging, Nanci IVR (IBM Watson), and My Account digital surveys
- Identified three critical problem areas (EV tax credits, end-of-lease confusion, charging infrastructure) and aligned findings with product KPIs and quarterly OKRs for systematic improvement

SKILLS

Product Management: Cost-Benefit Analysis, Defining OKRs/KPIs, Cross-Functional Collaboration, Product Features, Regulatory Compliance Awareness, Data Analysis, Decision Making, Project Management

Business and Analytics: Qualtrics XM Discover, Figma, Excel, Power BI, Miro, Python for Automation (Basic)

Frameworks: Agile & Scrum, Design Thinking, Affinity/Process Mapping, Lean Six Sigma (White Belt)