

Mary Bulnes Vélez

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Work Experience:

Senior Researcher – Koru (Nov. 2025 – Present)

- Defined the UXR approach for Koru's first AI Enablement project with a Canadian Banking client, meant to help them meaningfully deploy AI across their Call Centre.
- Led mixed-methods UXR research (shadowing sessions, IDIs, stakeholder interviews) to understand Bank's Call Centre agents workflows, leading to higher adoption and fit of AI products.
- Acted as research expert across all aspects of project: framing the research, translating insights into AI product and tech recommendations, collaborating with external and internal teams (Product, Design, IT, etc.) across pilot process, and weighing in on final productization decision.
- Framed and conducted a study on Bank's IT process, leading to a practical handbook surfacing areas to improve in order to drive AI innovation within their org.

Senior Product Researcher – lululemon (Oct. 2022 – June 2025)

- As the second hire within brand's first Digital Innovation team, Future Experiences, I led mixed-methods research, concept development, and pilot testing of new digital experiences.
- Owned large scopes of research work, from defining the right framing and methods to designing metrics for pilots success, leading to expansion in mandate and pilots doubling.
- Partnered closely with internal (Product, Tech, UX, Ecomm) and external stakeholders (vendors, startups) to launch digital experiences that doubled the conversion of lululemon products online.
- Delivered learnings and recommendations to Senior Leadership, helping them make Go/No-Go productization decisions for yearly roadmaps.
- Projects led: Virtual Changing Room research and pilot, Virtual Store research and pilot, PDP redesign from guest's perspective, Gen AI video creation for PDP.

Venture Strategy Director, Research – Highline Beta (Sept. 2020 – Sept. 2022)

- Led venture research for Fortune 500 Companies (Mattel, Colgate Palmolive), guiding them in building ventures in less than 120 days.
- Designed research plans that tested riskiest assumptions by leveraging qual and quant methods (IDIs, co-design activities, unmoderated tests) which uncovered untapped white spaces in market.
- In collaboration with Business, Design, and Product, led the process of going from insights to ideas to designed venture opportunities while advising C-suite on which were worth investing in.
- Projects led: Play-kit subscription venture for Mattel, New oral care category venture for Colgate Palmolive, Embedded insurance venture for Cincinnati Insurance.

Senior Consultant, Insights & Design – Deloitte Digital (Mar. 2017 – Aug. 2020)

- Led qual and quant research for private and public clients (TD Bank, RBC, City of Toronto, Loblaw's) through human-centred design and concept development projects resulting in them putting their users at the centre of their business decisions.
- Executed and led research across every project stage: from framing to recruitment decisions, data analysis and synthesis, insights design and artefacts creation (journey maps, design principles, personas), and client presentations.
- Projects led: Loblaw's PC Optimum membership design, Renters & Landlords research for Royal Bank of Canada, Millennials and inheritance research for TD Wealth.

Education:

Bdes in Industrial Design, OCAD University (2015)

Skills & Tools:

- **Methods:** In-depth interviews, experience walkthroughs, intercepts, shadowing sessions, diary studies, unmoderated and moderated studies, A/B testing, pilot design, survey design, business modelling.
- **Research tools:** User Interviews, Qualtrics, User Testing, MAXQDA, Google Analytics.
- **Design tools:** Adobe Suite, Figma, Miro, Microsoft Office, Google Workspace.
- **AI tools:** ChatGPT, Gemini, Granola AI, Unwrap AI, Claude.