

Mary Bulnes Vélez

mary.bulnesv@gmail.com | +1 647 294 1506 | Toronto, ON | [linkedin.com/in/mary-bulnes-velez/](https://www.linkedin.com/in/mary-bulnes-velez/)

Latest Experience:

Senior Researcher – Koru | (Nov. 2025 - Present)

- Currently leading research and shaping product decisions behind Koru's first AI Product Enablement project with a Canadian Bank focused on running AI pilots at their Call Centres.
- In charge of leading end-to-end research activities, like Call Centre shadowing, analysis, and synthesis of observed behaviours and ways of working impacting AI adoption.
- Collaborating with cross-functional internal client teams (e.g., IT, Product, Call Centre) to stand up pilots and shape change management approach for its' success.

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

- Led mixed-methods research, concept development, and pilot testing of new digital experiences for guests and educators within lululemon's first Digital Innovation team, Future Experiences.
- Defined and executed research activities (e.g., qual and quant, generative or evaluative), designed metrics for success (e.g., OCV, ATC, etc.), and advised SVP leadership on productization decisions.
- Partnered closely with internal (e.g., Product, Tech, UX, Ecomm) and external stakeholders (e.g., vendors, startups) to launch experiences on lululemon's digital channels (e.g., website, app, etc.)
- **Projects led:** Virtual Fit Rooms research and pilot, Virtual Store evaluative research and pilot, PDP Redesign from guest perspective, Gen AI content creation for PDP.

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

- Lead mixed-methods researcher during venture-building projects for US and Canada-based clients – from discovery, validation, and pilot testing.
- Designed research plans to test riskiest assumptions leveraging qual and quant methods (e.g., IDIs, co-design activities, unmoderated tests) based on the DVF model.
- Led the process of going from insights, to ideas and concepts for further evaluative testing, to potential ventures to pilot, and advised C-suite on which ventures were worth investing in.
- **Projects led:** Play-kit subscription validation research for Mattel, Oral Care discovery and validation research for Colgate, Embedded insurance venture research for Cincinnati Insurance.

Senior Consultant, Insights & Design – Dublin / Deloitte | (March 2017 - Aug. 2020)

- Led design research within human-centred design, innovation strategy, and concept development projects with private and public clients.
- Defined and executed research approach for projects, from recruitment, to conducting research methods, data analysis, and synthesis.
- In charge of delivering strategic insights and recommendations for their newly created or current businesses, through project summaries, design principles, or artefacts like journey maps.
- **Projects led:** Loblaw's PC Optimum membership design, Renters & Landlords venture creation for RBC Bank, Unimarc's grocery store banner study and design.

Education:

OCAD University, Bdes in Industrial Design (2015)

Skills & Tools:

- **Specialties:** UX Research, Ethnography, Product Development and Strategy, Concept Development & Prototyping, Innovation Strategy & Capabilities, Lean Methodology, Communication Design, Workshop Facilitation
- **Methods:** Qualitative (in-depth interviews, ethnography, store walkthroughs, intercepts, shadowing, diary studies, moderated and unmoderated testing, co-design workshops), Quantitative (A/B testing, survey design)
- **Tools & Software:** Microsoft Office, Google Workspace, Adobe Suite, Figma, Miro, User Interviews, Qualtrics, MAXQDA, Confluence, ChatGPT, Gemini, Claude, Granola AI.