

# Kerry Horton

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## PROFESSIONAL SUMMARY

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Senior UX Researcher with 3+ years of experience designing and executing end-to-end research programs for large-scale consumer-facing products. Adept at qualitative and quantitative methods—user interviews, surveys, usability testing, A/B testing, and diary studies—to inform and shape product strategies. Skilled in statistical analysis, data triangulation, and synthesizing complex findings into actionable insights that drive measurable improvements in user engagement and satisfaction. Collaborative leader who trains cross-functional teams in research best practices, maintains UX repositories, and champions user-centric innovation in fast-paced environments.

## WORK EXPERIENCE

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**Accenture Federal Services - Washington, D.C.** | *Senior UX Researcher* *Dec 2023 - Present*

- Led large-scale mixed-methods research (usability testing, A/B testing, and in-depth interviews) on FAFSA forms, influencing product decisions for 17M+ users.
- Triangulated findings from quantitative data (completion/abandonment metrics) and qualitative insights to identify accessibility pain points and boost completion rates.
- Developed research roadmaps and presented data-driven recommendations to cross-functional teams, increasing user satisfaction by 18% and reducing abandonment rates by 15%.
- Advocated for inclusive research methodologies, ensuring first-generation students and users with disabilities were adequately represented.

**McKinsey & Co. - Atlanta, GA** | *Senior UX Researcher* *Jul 2022 - Mar 2023*

- Redesigned internal tools by conducting heuristic evaluations and usability testing; improved navigation, security, and overall tool adoption by 30%.
- Led stakeholder workshops in Miro, guiding teams through persona development, journey mapping, and iterative design critiques.
- Integrated quantitative metrics (user retention, time on task) with qualitative feedback to inform key product enhancements, ensuring a data-driven approach to design decisions.

**Spotify (Capstone, Sponsored Project) - Seattle, WA** | *UX Researcher* *Sept 2021 - Jun 2022*

- Conducted user interviews and usability tests with 20+ participants to refine music discovery and playlist personalization features.
- Developed research-backed personas and journey maps, influencing an optimized playlist customization flow.
- Presented strategic insights at Capstone Showcase, earning the Award of Excellence for Research through a combination of qualitative data synthesis and lightweight statistical analysis.

**Uber (Sponsored Project) - Seattle, WA** | *UX Researcher* *Oct 2021 - Dec 2021*

- Led a UX assessment of Uber Reserve, administering surveys and usability tests with 100+ participants to identify friction points.
- Delivered six research-backed recommendations that streamlined the booking process across web and mobile, enhancing overall usability.

**WMI Worldwide Inc. - Seattle, WA** | *UX Designer* *May 2021 - Apr 2022*

- Performed competitive analysis and heuristic evaluations to improve navigation for a new project management tool.
- Designed interactive Figma prototypes and collaborated with developers, reducing user workflow complexity and improving user satisfaction.

**EcoCar Mobility Challenge - Seattle, WA** | *UX Design Lead* *Sept 2019 - Jun 2020*

- Led a 5-member team to develop a semi-autonomous CAV support app, from initial user research to high-fidelity Figma mockups.
- Employed mixed-methods research (surveys, interviews) and coded the frontend with HTML/CSS and React, earning a 4th place finish out of 11 competitors.

## EDUCATION

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**University of Washington - Seattle, WA** | *B.S. Human Centered Design & Engineering, HCI* *Graduated: Jun 2022*

- GPA: 3.98 | Dean List | Purple & Gold Scholarship

**Interaction Design Foundation (IxDF)**

*AI for Designers Certificate*

*Completed: Feb 2025*

## SKILLS

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A/B Testing, Accessibility (ADA & WCAG), AI/ML in UX Research, Behavioral Science, Concept Testing, Cross-Functional Alignment, Descriptive Statistics, Diary Studies, Dovetail, Democratizing UX Research (UXR), Figma, Google Analytics, Heuristic Evaluations, HTML/CSS, Inclusive Methodologies, Inferential Statistics, Interviews, International Research, Journey Mapping, Medallia, Miro, Mixed-Methods Research, Participant Recruiting, Personas, Qualitative & Quantitative, React, Remote Research, Research Operations, Research Repositories, Stakeholder Management, Storytelling & Influence, Strategic Roadmapping, Surveys, Usability Testing, Wireframing, Workshop Facilitation