

# Kaitlyn (Ouverson) Bryant, PhD

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## SUMMARY

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Advisory User Experience (UX) Researcher with over 8 years of expertise in Human-Computer Interaction (HCI) and Social Science. Trusted leader of UX research initiatives that inform product design and strategy across data management, analysis, and governance domains, with additional experience with virtual reality research. Adept at storytelling, presenting rich insights that effectively influence cross-functional teams and leadership. Recognized for quantitative, qualitative, and mixed-method research rigor at production speed, driving robust impact.

## PROFESSIONAL EXPERIENCE

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### Advisory UX Researcher

*IBM Software, Raleigh, NC*

*Dec 2022 – Present*

- Designed studies aligned to business and product objectives, fitting the method to the research question
- Employed diverse methods and frameworks to collect and analyze data, quantitative and qualitative
- Mentored other UX Researchers on experiment design and advanced methods, e.g., hierarchical task analysis
- Contributed to global teams spanning 5 time zones across 6 countries, mastering asynchronous collaboration

### UX Researcher

*IBM Software, Remote*

*Jan 2021 – Dec 2022*

- Conducted usability benchmarks, interviews, surveys, and card sorts to inform product design
- Co-created journey maps with users across many customer and partner organizations, inciting product growth
- Fostered relationships with design and PM teams to identify research programs specific to their challenges
- Translated insights from data to recommendations, informing design and strategy

### UX Researcher

*ISU Information Technology Services, Ames, IA*

*Jan 2019 – Dec 2022*

- Fielded surveys, interviews, card sorts, and heuristic evaluations of university websites
- Created research-informed prototypes of website improvements to convey necessary changes to engineering
- Communicated findings to cross-functional teammates and leadership, influencing strategy and design

### Research Assistant

*Advanced Learning and Cognition Group, Ames, IA*

*Aug 2016 – Aug 2018*

- Led teams of up to 12 research assistants on behavioral benchmark, usability test, and survey moderation protocols
- Scheduled over 100 study sessions with over 300 research participants
- Cleaned and analyzed telemetry, behavioral, and survey data with R statistical programming language
- Crafted 4 research papers and 2 conference presentations, communicating results to inform future work

## EDUCATION

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### PhD in Human-Computer Interaction (research focus: collaborative mixed-reality)

*Iowa State University, Ames, IA*

*Graduated: May 2024*

### Master of Science in Human-Computer Interaction, Minor in Industrial Engineering

*Iowa State University, Ames, IA*

*Graduated: Aug 2019*

### Bachelor of Science in Psychology, Minor in Statistics

*Iowa State University, Ames, IA*

*Graduated: Dec 2016*

## SKILLS

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- **Research Methods:** Surveys, Secondary Research, Interviews, Usability Testing, Contextual Inquiry, Heuristic Evaluation, Controlled Experiments
- **Data Analysis:** Statistical Analysis, Grounded Theory Analysis, Thematic Analysis
- **Tools and Technologies:** R, Python, ChatGPT, HTML5, Microsoft Excel, Microsoft PowerPoint
- **Communication:** Storytelling, Presentation, Cross-Functional Collaboration, Stakeholder Engagement
- **Leadership and Collaboration:** Project Management, Interdisciplinary Collaboration, Team Leadership, Public Speaking, Facilitation, Mentoring

## VOLUNTEER EXPERIENCE

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### **Quantitative UX Research Guild Founder**

*IBM, Remote (international)*

*Oct 2023 – Present*

- Conduct mixed-methods research to uncover, prioritize audience-appropriate starter guild topics
- Engage 50-researcher audience of various levels of experience in quantitative research concepts
- Organize collection of 12 resources (and growing) for further learning, implementation of concepts
- Coordinate with 2 additional researcher continuing education efforts across business units

### **UX Research Partner**

*Virtual Experience Interaction Lab, Remote (international)*

*Jan 2020 – Sept 2020*

- Collaborate with an international team of interdisciplinary researchers
- Evaluate the heuristics of virtual reality apps in 12 consumer and business areas
- Develop research protocol for assessing accessibility of virtual experiences

### **Usabil-a-thon Lead Organizer, Iowa State University**

*Iowa State University, Ames, IA*

*Oct 2018 – May 2021*

- Communicate the impact of the event to secure 8 sponsoring software companies for 2019 and 2021 events
- Coordinate 6-hour hack-a-thon style event, including challenge prompt development and rubric creation
- Mentor junior usability professionals on rapid research, prototyping, and storytelling skills

## REFERENCES

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Available upon request.