Kendal Asprec

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UX RESEARCHER

Highly-skilled UX Researcher with a comprehensive skill set spanning various research methodologies and tools. Adept at conducting qualitative exploratory and evaluative research, from small one-time projects to large multi-month research initiatives. Proven track record of transforming user feedback into actionable insights, presenting findings to leadership and key stakeholders, influencing the development of strategic roadmaps, and collaborating with cross-functional teams.

KEY SKILLS

Research Methods: In-depth Interviews | Usability Testing | Remote Unmoderated Testing | Concept Testing | Card Sorting | Field Studies | Participant Recruiting | Journey Mapping | Usage Analytics | Heuristic Evaluation | Surveys | Competitive Analysis | Cognitive Walkthrough | Prototyping | Wireframing | Research Data Analysis
Tools and Platforms: User Testing | Respondent.io | User Interviews | Figma | MURAL | Axure RP | FigJam | Dovetail | Quantum Metric | Contentsquare | Excel | Qualtrics | Zoom | Cisco Webex | Microsoft Teams | Google Forms

PROFESSIONAL EXPERIENCE

GEICO (Government Employees Insurance Company), New York (Remote)   **November 2022 – October 2023**
UX Researcher
- Interviewed more than 50 participants across the company over 24 individual and group interviews for a large strategic research initiative to discover Policy-related internal and external customer processes, friction points, and opportunities for improvement.
- Facilitated cross-functional teams of 4-10 people (consisting of researchers, designers, product managers, and product operations) in workshops to create customer journey maps, jobs-to-be-done (JTBD), and a product taxonomy to evaluate the present-state internal and external experience of Policy at GEICO.
- Presented these research findings and other deliverables to Chief Design Officer (CDO), department heads, and other team leaders to develop the 3-5 year future-state roadmap for Policy.
- Increased prioritization of deploying specific customer-centric experiences after hosting all-day events dedicated to research analysis and ideation with 20+ members across multiple teams (research, design, product, tech, etc.).
- Prevented 8+ weeks of wasted development time and resources after performing research on 2 product team proposed solutions that did not work with users.
- Provided design validation to 2 other projects in the form of unmoderated usability testing.

Deluxe Corporation, Minneapolis, Minnesota   **July 2021 – September 2022**
UX Researcher
- Planned and executed a huge, multi-phase, exploratory and evaluative research initiative for a complete redesign of the company's small business Payroll and HR product (targeted for businesses with less than 50 employees).
- Presented research findings to the HR/Payroll department (director, product managers, developers, customer service managers, etc.), findings which the director relied on to create their $MM product plan for the HR/Payroll product.
- Synthesized data from 73 unmoderated tests into key usability issues, qualitative metrics, and actionable recommendations for our experimental one-stop-shop and educational solution for small business owners.
- Validated multiple components of our growing internal design system by providing research support.
- Constructed and executed research plans for projects in various teams that lacked formal research experience.
- Improved research capabilities and knowledge sharing by leading biweekly meetings with research leaders, spreading best practices for research, and enhancing the company's underdeveloped research repository.

Generate Good, San Diego, California   **May 2020 – December 2021**
UX Researcher / Founding Member
- Conducted extensive exploratory research on individual, organization, and corporate volunteering, which was used to identify essential platform features and characteristics necessary to make a successful product.
- Produced a preliminary business model for two target audiences (individuals and businesses) using research insights.

EDUCATION

Bachelor of Arts (BA) in Cognitive Science   **August 2016 – May 2020**
University of California, Berkeley