KENDAL ASPREC

✉ kenasprec@berkeley.edu
🌐 https://kenasprec.me/
in kendalasprec

EXPERIENCE

GEICO (Goverment Employees Insurance Company)
Remote (New York)
Nov. 2022 - Oct. 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
- Co-led groups of 4-10 members 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 help develop the 3-5 year future-state roadmap for Policy
- Hosted all-day events dedicated to moderated interviews and ideation exercises on specific customer-centric experiences with 20+ members across multiple teams (research, design, product, tech, etc.)
- Provided research support to 4 other projects in the form of moderated and unmoderated usability testing

Deluxe Corporation
Minneapolis, Minnesota
July 2021 - Sept. 2022

UX Researcher

- Led numerous research initiatives as the primary researcher on high-priority products across the company
- Constructed and executed research plans for projects in various teams that lacked formal research support
- Synthesized data from over 100 unmoderated tests into key usability issues and actionable recommendations
- Implemented usage analytics tracking capabilities for several of the company's products
- Facilitated biweekly meetings with research leaders in the company to spread good research practices and improve the existing research repository

Generate Good
San Diego, California
May 2020 - Dec. 2021

UX Researcher / Founding Member

- UX Researcher and founding member of the early-stage startup Generate Good, a virtual volunteering platform that connects those in need to those who want to volunteer their time
- Conducted exploratory research on numerous topics, such as volunteering, volunteering in businesses, and how people use their time
- Determined key features and characteristics necessary to make a successful platform through qualitative and quantitative methods
- Produced a preliminary business model for two target audiences (individuals and businesses) using research insights

SKILLS

Research Methods: In-depth Interviews, Usability Testing, Unmoderated Testing, Card Sorting, Field Studies, Participant Recruiting, Journey Mapping, Usage Analytics, Heuristic Evaluation, Surveys, Competitive Analysis, Cognitive Walkthrough, Prototyping, Wireframing

Tools and Platforms: UserTesting, Respondent.io, User Interviews, Figma, MURAL, Axure RP, FigJam, Quantum Metric, Contentsquare, Excel, Qualtrics, Zoom, Cisco Webex, Microsoft Teams, Google Forms

EDUCATION

University of California, Berkeley
Aug. 2016 - May 2020

Bachelor of Arts Cognitive Science