

KENDAL ASPREC

UX Researcher

San Diego, California – kenasprec@berkeley.edu

<https://www.linkedin.com/in/kendalasprec/> – <https://kenasprec.me/>

EDUCATION

University of California, Berkeley

Bachelor of Arts, Cognitive Science
Aug 2016 - May 2020

Coursera (online classes)

User Interface Design Specialization
Jul 2018 - Oct 2018
5 course specialization on industry-standard theory and methods for developing successful user interfaces

EXPERIENCE

Generate Good

Researcher, Founding Member
May 2020 - Present
Researcher for an early-stage startup creating a virtual volunteering platform

CRM Perceived Performance

Researcher
Mar 2020 - May 2020
Project to identify factors in CRMs that influence perceived performance for users

FitFind

Researcher, Designer
Oct 2018 - Dec 2018
App project that tackles the problem "How might we encourage people to stay fit?"

EXTRACURRICULARS

Pilipinx Association of Scientists, Architects, and Engineers

External Vice President
Aug 2016 - May 2020
Increased the professional presence of Filipino students in STEM

Cal Rotaract

Local Committee Co-Chair
Aug 2016 - May 2020
Led the local service initiative for a 200 member service club

SKILLS

Research Methods

- Conducted 35 one-on-one semi-structured interviews on multiple topics ranging from fitness goals to key performance indicators for organizations
- Employed online surveys for exploratory research, acquiring an aggregate 1400 survey responses
- Observed 11 users using an application while taking notes on their interactions
- Used card sorting and photo/video elicitation on 5 users in order to understand their emotions
- Analyzed 20 existing applications and solutions for a competitive analysis
- Carried out 3 structured field observations for different topics in different locations
- Performed inspection methods such as Heuristic Evaluation and Cognitive Walkthrough on 9 different interfaces and prototypes
- Administered 14 usability tests on existing interfaces and prototypes of all fidelities

Discoveries

- Found hundreds of usability issues across all projects
- Determined 9 key features for Generate Good's business-tier payment plan and 5 key features in the Premium plan that would result in paying customers
- Concluded that perceived performance in CRMs is a subject, complex construct influenced by many factors
- Discovered that the functionality of the FitFind prototype did not cover what users needed from it, resulting in a complete rework of the prototype
- Prepared at least 1 report and presentation for all projects, summing up to at least 12 reports prepared

Leadership and Teamwork

- Organized FASTERCON 2018, a 200+ attendee conference for Filipino professionals
- Established new working partnerships with 7 companies
- Arranged info sessions, professional development, academic, and support events
- Planned and executed 11 community service projects in the San Francisco Bay Area
- Led a 40 person Bay Area local service committee, teaching them about the impact of local service
- Raised over \$30,000 for Rotary International's End Polio Now initiative