

KATT KENNEDY

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SUMMARY

- 10+ years experience in UX and operational research in financial, industrial, healthcare, and public settings
 - Strong expertise in running workshops with executive stakeholders to form goals, consensus, and timelines
 - Expert in survey creation/analysis, KPI creation, guided/unguided user interviewing, observation studies, process mapping, usability testing, focus groups, metadata analysis, workshop moderation, NLP tagging
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PROFESSIONAL EXPERIENCE

Sr. BIA, UX Research at SIC

Feb. 2022 to Nov. 2022

Observation studies, usability testing, workshop moderation, survey design, metadata analysis

- Acted as technical lead for Kaizen research team of six, created and scoped timeline of research projects
- Created and executed observation study, internal survey to weigh needed infrastructure improvements

Operations Data Analytics Manager at Cash App

June 2020 to Jan. 2022

Survey design, observation studies, metadata analysis, workshop moderation, KPI creation & tracking

- Expanded KPI coverage from email-only to five channels, creating ops metrics for cross-department analysis
- Created the Data Dangerous program to create data literacy and research skills throughout organization
- Acted as escalation point for operations research issues for ops organization of over two hundred employees

Data Scientist/SW Engineer, Product Management at HP

May 2019 to June 2020

Metadata analysis, usability testing, process mapping, user interviews, survey design

- Supported Product Owner and UI Design team with metadata analysis, analyzing customer use patterns
- Troubleshoot user errors using only machine metadata due to language barriers, timezone differences

NLP Analyst, Customer Success at Nautilus, Inc.

Apr. 2017 to Mar. 2018

NLP tagging, observation studies, KPI creation, guided user interviewing, usability testing

- Led for natural language processing (NLP) research, researching issues for product, operations teams

Data Scientist, UX Researcher at Spear Education

Jan. 2015 to Oct. 2016

User journey mapping, survey design, personas, metadata analysis, focus groups

- Company lead for UX, market research using survey design, A/B testing, focus groups, personas, R/SQL

Senior Data Analyst at Oncology Convergence, Inc.

Jan. 2013 to Nov. 2014

Business Analyst/Project Coordinator at Toyota

Oct. 2011 to Aug. 2012

Graduate Research Assistant at University of New Hampshire

Aug. 2009 to May 2011

EDUCATION

M.B.A., Market Research at U.N.H

Aug. 2011

B.A. in Psychology, Business at U.N.H

Aug. 2009