

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: UserTesting | 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 senior leadership to shape 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.).
- Saved 8+ weeks of development time after performing research on 2 proposed solutions that were not aligned with user needs.
- 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.
- Developed preliminary business models based on research insights to drive product strategy and development.

EDUCATION

Bachelor of Arts (BA) in Cognitive Science

August 2016 – May 2020

University of California, Berkeley