KK D Keister

UX Researcher & Analyst

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Social psychology scholar turned user experience researcher, KK is a passionate problem-solver advocating for accessible, friction-free experiences across digital platforms. Through mixed method research, they design laser-focused qualitative and quantitative research strategies to answer the right questions to inform stronger design in any product development process. KK seeks to better understand and serve the user, and they thrive in a human-centered organization looking to improve everyday lives. Asking the right people the right question at the right time in the right place.

EXPERIENCE

Scotts Miracle-Gro | UX Researcher & Analyst, Digital Experiences
August 2021 - July 2022 | Marysville, OH | Website
- Research lead on end-to-end mixed-method studies of behaviors and motivations of e-commerce consumers through unmoderated testing of owned and retailer sites across the portfolio of nearly 30 B2B and B2C Scotts brands
- Present concise, digestible, and actionable insights derived from research findings to stakeholder teams through engaging presentations and illustrative research deliverables
- Deliver recommendations as a consultant on UX best practices and usability standards and collaborate with product owners and developers on implementation

The Good Bye | UX/UI Designer
October 2020 - September 2021 | Columbus, OH | Website
- Freelance collaboration with a local startup modernizing end-of-life planning for the digital age
- Developed mixed method research plans, conducted interviews and competitive analyses, organically recruited and surveyed 127 users for generative research, launched a web-based funeral planning wizard MVP

Columbus Community Pride | Core Organizer, Fundraising Lead, UX Researcher
March 2020 - March 2022 | Columbus, OH | Website
- Updated Wordpress site including a sitemap redesign based on insights gathered from heuristic evaluations, usability testing, & a card sort
- Coordinated events both virtual and in-person to raise funds and festival awareness
- Content development of original social marketing materials and infographics
- Content manager for all festival planning documentation and marketing materials

GiveBackHack | Event Organizer, Technical Support
November 2020 - August 2021 | Columbus, OH | Website
- GiveBackHack is a volunteer tech org focused on social enterprise startups for humanitarian good
- Recruited, organized, & managed participants and community resources to support early-stage entrepreneurs

Pattycake Bakery | Worker-Owner, Board Member, Manager, Hiring Manager
September 2013 - July 2018 | Columbus, OH | Website
- Co-operative owner of a fast-growing small business directly managing 15 employees; elected secretary of board of trustees
- Independently revitalized internal systems by overhauling board of trustees bylaws and policies, employee handbooks, bakery manuals, and all recipe documentation
- Developed, tested, and scaled original recipes for commercial production

EDUCATION
The Interaction Design Foundation | Member, UX/UI Design (Present)
- Ongoing professional development to stay abreast of design trends and keep industry skills updated
- Continuing education in courses such as Don Norman's "Design for the 21st Century"

Thinkful | Certificate, UX/UI Design (2021)
- 500+ hours training with experienced UX professionals on UX/UI design fundamentals and best practices including research, conceptualizing and iterating on design deliverables through client and user feedback, and testing accessible mobile and web-based clickable prototypes with Figma

The Ohio State University | Bachelor of Science, Psychology (2013)
- Social Psychology concentration, minor in Women, Gender, & Sexuality Studies
- Graduated Magna Cum Laude, 3.92 GPA

OTHER RECENT PROJECTS
Voice Goals | Portfolio
- Full-spectrum researcher and designer for a gamified voice training tool for transgender people
- Moderated ten interviews and usability tests, including an SME interview with a working speech language pathologist specializing in transgender speech therapy
- Investigated audio data analysis, data visualizations, and AI integrations

Queer in the Midwest | Portfolio
- Designed from concept to testing a clickable prototype in its entirety for a standalone podcast app

- Tested and validated solutions for gamifying social engagement with target audience members
- Translated findings for client-facing and stakeholder presentations

SKILLS

Research: Research design; user research; qualitative research methods; quantitative research methods; end-to-end; survey design; usability testing; unmoderated testing; usability evaluation; WCAG evaluation; information architecture; card sorting; tree test; concept testing; brand evaluation; A/B testing; data analysis; reporting; translate findings for client audience; heatmap analysis; scroll-depth analysis; competitive analysis; heuristic evaluation; moderated testing; user interviews; interview moderating; focus group moderation; competition matrix; SWOT analysis; video editing; defining research objectives; defining scope; how might we statements; written communication skills; presentation skills; writing; independent worker; deriving insights; interpreting findings; launching tests; research deliverables; on-site surveys; moderated interviews; unmoderated interviews; data interpretation; solution validation; concept validation

Design: User-centered design; human centered design; design thinking; user research; iterative process; user interface design (UI design); graphic design; visual design; interaction design; high-fidelity prototype design; low-fidelity prototyping; usability design; iterative design; mobile design; user personas; user stories; user flows; path to purchase; customer journey maps; journey mapping; scope definition; wireframing; interaction flow; rapid prototyping; mockups; branding; style guides; user engagement; Agile methodologies; website design; web development; front-end development; content strategy; digital advertising; mobile marketing; social marketing; collaboration; stakeholder presentations; kanban boards; design workshops; leadership; WCAG guidelines; gamification; project management; copywriting; cross-functional teams

Tools: UserTesting; Figma; Hotjar; SurveyMonkey; Qualtrics; Optimal Workshop; UserZoom; Maze; Google Drive / Google Workplace / GSuite; Adobe Creative Suite / Adobe CC; Adobe Photoshop; Google Analytics; Adobe Target; Slack; Zoom; Microsoft Teams; Monday; Jira; Confluence; Atlassian; Asana; Trello; GitHub; Airtable; Zoho; Zendesk; Whimsical; Miro; Mural; Canva; Microsoft Office; intuit QuickBooks; Mailchimp; Mouseflow; Lucky Orange; Notion; Salesforce; Shopify; Wordpress; Zeplin; Zeroheight; Google Sites; Drupal; Magento; Wix; Weebly; Open Broadcaster Software (OBS) Live-streaming

Titles: UX Lead, UX Researcher, UX Strategist; UX Analyst; UX Designer; UX Consultant; Social Media Manager; Wordpress Developer; Graphic Designer

Programming & Coding: HTML; CSS; Python; JavaScript; SQL; C; Bootstrap