

# KK D KEISTER

## UX RESEARCHER

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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 inform stronger design in any product development process. KK seeks to better understand and serve the user, and they thrive in a low-ego human-centered organization looking to improve the everyday lives of their users.

*Asking the right people the right question at the right time in the right place.*

### SKILLS RESEARCH

Research Design  
Usability Testing  
IA Studies  
User Interviews  
A/B Testing  
Screeners & Surveys  
Data Analysis  
Unmoderated Testing  
Concept Testing  
Brand Evaluations  
Presentation Skills  
Competitive Analysis  
UX Evangelization

### DESIGN

Design Thinking  
Iterative Processes  
Interaction Design  
User Personas  
User Stories & Flows  
Wireframing  
Journey Mapping  
Rapid Prototyping  
Mockups  
UI Design  
Content Strategy  
Ideasman

### TOOLS

UserTesting  
Figma  
Hotjar  
SurveyMonkey  
Adobe Creative Suite  
Google Workplace  
Jira / Atlassian  
Slack & Monday

### EXPERIENCE

#### SCOTTS MIRACLE-GRO | UX Researcher & Analyst, Digital Experiences

August 2021 - July 2022 | Columbus, 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 through iterative processes

#### THE GOOD BYE | UX/UI Designer, UX Researcher

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 127 participants, launched a web-based funeral planning wizard MVP

#### PATTYCAKE BAKERY | Worker-Owner, Manager, Board Secretary, Hiring Manager

September 2013 - August 2018 | Columbus, OH | [Website](#)

- Co-operative owner of a fast-growing small business directly managing 15 employees
- 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

#### INTERACTION DESIGN FOUNDATION | Member, UX/UI Design (Present)

Ongoing professional development 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-based clickable prototypes with Figma

#### THE OHIO STATE UNIVERSITY | B.S. Psychology (2013)

Social Psychology concentration; Minor in Women, Gender, & Sexuality Studies

Graduated Magna Cum Laude, 3.92 GPA

### OTHER RECENT PROJECTS

#### Columbus Community Pride, Core Organizer & UX Researcher | [Website](#) (2020-2022)

- Card sort, heuristic evaluations, & usability testing for a complete redesign of Wordpress site
- Coordinated public events both virtual and in-person to raise funds and festival awareness
- Content development and management of original social marketing materials and infographics

#### Voice Goals, UX Researcher & UX/UI Designer | [Portfolio](#) (2021)

- Full-spectrum researcher and designer for a gamified voice training tool for transgender folks
- 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

#### GiveBackHack, Event Organizer & Technical Support | [Website](#) (2020-2021)

- GiveBackHack is a volunteer-run tech organization supporting the growth and development of social enterprise startups doing humanitarian good
- Recruited & managed participants and community resources to support entrepreneurs