

# Kelsey McCoy

User Researcher

## Profile

Through rigorous research and a commitment to understanding users' needs, I aim to craft experiences that resonate deeply and empower users.

## Education

California State University, Long Beach	Long Beach, California
Master of Science, Human Factors	May 2020
Transylvania University	Lexington, Kentucky
Bachelor of Arts, Psychology	May 2017

## Work Experience

Senior User Experience Researcher, John Deere	March 2023 – present
<ul style="list-style-type: none"><li>Spearheaded comprehensive UX research, driving end-to-end processes for multiple projects, from inception to actionable insights.</li><li>Led cross-functional collaboration, seamlessly integrating with diverse teams to identify and prioritize research opportunities.</li><li>Led internal operations for supply chain UX team including the introduction of UX reviews, UX office hours, and UX strategy.</li></ul>	
User Experience Researcher, FASHIONPHILE	Oct 2021 – Oct 2022
<ul style="list-style-type: none"><li>Independently led end-to-end research for 4 product lanes, including planning, recruitment, execution, and synthesis.</li><li>Collaborated closely with cross-functional teams to identify and evaluate research topics across all areas of the business.</li><li>Advocated research findings to designers and diverse audiences through written reports and presentations.</li></ul>	
Human Factors Engineer, Pacific Science & Engineering	Sep 2020 – Oct 2021
<ul style="list-style-type: none"><li>Conducted user assessments, user working groups (user interviews), and field observations to gather quantitative and qualitative data.</li><li>Analyzed both quantitative and qualitative data to present findings to the full agile team, including developers, designers, and management.</li><li>Analyzed user feedback to develop the best in class training materials.</li></ul>	
UX Intern, NASA Ames	May 2019 – Sep 2019
<ul style="list-style-type: none"><li>Designed and executed studies by implementing a variety of UX methods.</li><li>Collaborated closely with a UX designer to iterate on designs in a fast-paced environment.</li></ul>	

## Contact

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## Skills

Generative AI
AI assisted synthesis
Qualitative Research
Quantitative Research
User Interviews
Evaluative Research
Card Sorting
Surveys
Usability Testing
Remote User Testing
Heuristic Evaluations
Data Synthesis
Affinity Diagram
Persona Creation
Journey Mapping

## Tools

ChatGPT
Synthesia
Figma
Qualtrics
Mural
Ustesting
Optimal Workshop
Adobe Analytics
Google Analytcs