

KATE BETTERIDGE

UX RESEARCHER {MIXED-METHODS}

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Portfolio: uxfol.io/kbetteridge

EXPERIENCE

UX Researcher 2020 – present

Constant Contact | *Email Marketing SaaS* | Waltham, MA (Remote)

- Research lead on 25+ studies resulting in improvements to core editor tools, integration workflows, mobile app, and global IA
- Leverage qual-quant-qual methods for multi-phase discovery research to understand customer brand perception and feature discoverability
- Identify customer opportunities, behavior and attitudes through surveys, usability tests, card sorts, discovery interviews, workshops
- Analyze and synthesize user data and validate research findings through triangulation with previous study data and product analytics
- Collaborate with research, design, product, and engineering teams to drive product decisions that champion user needs and wants

UX Research Associate 2019 – 2020

The User Experience Center | *UX Consultancy* | Waltham, MA

- Performed generative, iterative, and evaluative research for corporate clients in software, insurance, finance, consulting, and robotics industries
- Facilitated 20+ in-person and remote usability sessions, including recruiting participant via agencies, panels, social media, and surveys
- Collected and analyzed data via interviews, usability tests, card-sorts, tree-tests, surveys; administered SAM, SUS, and biometric evaluations

Founder & Chief Career Coach 2016 – 2019

MyCareerist, Inc. | *Career Services Startup* | New York, NY

- Researched, developed, and sold career-related products and services helping 100s of tech professionals land great jobs across the country
- Applied a user-centered design approach to help candidates effectively communicate their experience through the interview process
- Recruited, hired and managed a part-time team including editors, support reps, web developers, admin assistants, and interns.

Technical Recruiter 2011 – 2016

Amazon/AWS, Logicworks, and others | *Cloud Computing* | New York, NY

- Recruited, interviewed, and hired 1000s of candidates for roles in software engineering, systems administration, DevOps, and support
- Built two recruiting departments from scratch; formulated processes and workflows, selected and managed vendors, allocated budget
- Designed and delivered a stellar candidate experience resulting in 90% offer acceptance rate, and selection as a Best Place to Work in NYC

Student IT Support Technician 2006 – 2010

SOURCE @ Colgate University | *Student Helpdesk* | Hamilton, NY

- Troubleshoot & resolved Windows XP/Vista, OSX, and Linux issues

EDUCATION

M.S., Human Factors in Information Design

with Distinction

Bentley University | Class of 2021

B.A., Peace and Conflict Studies

with Distinction

Colgate University | Class of 2010

Certificate, UX Design

General Assembly

SKILLS

Qualitative Research: interviewing, concept testing, usability testing (moderated and unmoderated), contextual inquiry, diary studies, grounded theory coding

Quantitative Research: survey design, card sorting, tree testing, Kano method, SAM/SUS analysis, biometric evaluations

Communication & Design: Presenting, Writing, Editing, Information Architecture, UX copywriting, Sketching, Prototyping, Multimodal Design, Workshop Facilitation

TOOLS

UserTesting, Qualtrics, Optimal Workshop, Hotjar, Indeemo, Dovetail, NVivo, Figma, Mural, Excel, SPSS, R, HTML5, CSS3, P5.js

ASSOCIATIONS

World Usability Day, UX Associate

UXPA Boston, Member

BostonCHI, Member

RESEARCH & PUBLICATIONS

[Telemedicine in COVID-19](#) (Contributor)

[College Behavioral Finance](#) (Contributor)

[SUS: What Every Client Should Know](#) (Blog)