

# KAITLYN CAMERON

## UX Researcher // Customer Advocate

Skilled researcher fluent in qualitative and quantitative methodologies, including the selection and application of appropriate techniques to evaluate and inform decisions. Identifies key metrics and partners with analysts to measure success. Exceptional presenter, delivering research insights and recommendations to diverse audiences, including senior management and VPs on a weekly cadence, informing future experiences and product development. Passion to improve peoples' lives and health, with over 2 years of experience specifically in health and care related research.

## EDUCATION //

### B.S. in Informatics, Human-Computer Interaction (HCI)

Sep 2016 - Jun 2020

University of Washington, Information School

## EXPERIENCE //

### Customer Experience Design Researcher

Jan 2021 - Present

Premera Blue Cross

- + Mastered the design process from ideation, bringing a concept to product development within 6 months
- + Improved navigation and comprehension by 20% through iterative design informed by concept tests, storyboards, card sorts, surveys, prototype creation, unmoderated interviews, A/B and usability tests
- + Presented research findings and recommendations weekly, utilizing unique techniques based on audience
- + Identified and assessed key metrics to evaluate member experience and satisfaction, short and long term

### Customer Experience Design Strategy Intern

Jun 2019 - Sep 2019

Premera Blue Cross

- + Optimized user efficiency by redesigning key customer touchpoints, decreasing navigation time by 55%
- + Collaborated with software development teams, internal product owners and external stakeholders
- + Created service design blueprints to identify customer journey weaknesses; utilized findings to inform prototypes, increasing experience satisfaction by 40% amongst participants
- + Spearheaded research to improve product, launching online studies, user-testing and interview protocols

### Lead UX Researcher & Designer

Sep 2019 - Jun 2020

CounterCOVID - Last Myle, LLC

- + Launched Covid-19 risk assessment website for vulnerable King County residents using Johns Hopkins data; accessibly designed and translated in 10 languages
- + Conducted mixed method research that informed design and navigation for mobile and desktop
- + Optimized user experience by synthesizing ethnography studies, interviews, surveys and usability tests

### Research Instructor

Aug 2019- Jul 2020

Engineers Without Borders

- + Managed students, led meetings and orchestrated research workshops to develop interactive TV displays

### Lead Researcher & Product Designer

Sep 2018 - Jun 2018

BloodHub - University of Washington

- + Created a blood donation app; conducted case studies, content, user flows and architecture

## TOOLS & SKILLS //

- + Illustrator Suite
- + HTML/CSS
- + Invision
- + Usertesting.com
- + Visual Design
- + Prototyping
- + Research Planning & Design
- + Data Analysis
- + Design Thinking
- + Survey Design
- + Qual/Quant