

# katherine kendall

user researcher + experience designer

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## what i do

I am a Senior User Researcher who helps teams make better products by understanding the mindset, emotional experience, environment, goals, and explicit/latent needs of their users.

I conduct user research that is swift, thoughtful, and outcome-focused.

Results include:

- establishing a startup research practice from scratch
- planning and leading 5-day research sprints with actionable results
- creating and evolving user experience tools such as personas

My stealth skill is my ability to build rapport with users, allowing them open up about sensitive topics such as personal finance.

In my next role, I want to continue as an in-house user research practitioner and work alongside curious product teams who are hungry to learn.

## tools & techniques

Design thinking

User discovery

User personas

Service design

Usability testing

Mental modeling

Behavior change

Rapid prototyping

Journey mapping

## experience

### **CONSULTANT, USER RESEARCH AND EXPERIENCE DESIGN**

Jan 2016 - present

Provide user research and experience design services as an independent contractor for a variety of clients including:

- Franklin Institute, America's premier science education center
- Clasp, a mobile app helping millennials set financial goals and increase savings
- HSA Coach, a mobile app for tracking healthcare documentation, and providing education and financial guidance on Health Savings Accounts

### **DIRECTOR, USER EXPERIENCE**

Privia Health

Arlington, VA

Nov 2014 - Jan 2016

Oversaw user experience initiatives for the nation's fastest-growing physician practice management and population health technology company, comprised of over 600 physicians in the Mid-Atlantic, South Central, and Southeast regions.

In late 2014, Privia secured \$400M in funding from Goldman Sachs for continued expansion.

- Initiated and led cross-disciplinary project to revamp 100+ Care Center web sites for Care Centers of varying sizes and medical specialties, reducing time-to-launch and subsequent updates.
- Redesigned responsive "Find a Doctor" web application to accommodate increasing amount of mobile users.
- Implemented and supported issue management program for Customer Service; email communication for physician outreach; and enhancements to Privia population health web app.

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## experience (cont)

### SENIOR USER EXPERIENCE DESIGNER

HelloWallet  
Washington, DC  
Sep 2012 - Oct 2014

Led foundational user experience research for B-to-B software startup offering financial guidance to U.S. workers. Fortune 500 customers include Google, Salesforce, Walmart, and Allstate.

Acquired by Morningstar Investments, May 2014 for \$52.5 million.

- Planned and executed qualitative testing of wireframes, prototypes, and fully-functioning experiences; recruited target users, developed scripts, facilitated interviews, synthesized findings, and presented recommendations.
- Drove creation of engaging, easy-to-answer questionnaire designed to assess the financial situation of potential users, resulting in an 80% user completion rate and used as a key competitive advantage to land Fortune 500 customers.
- Created and socialized research-based user personas, which were adopted for use across sales, marketing, product, and external business partners.

### SENIOR USER INTERFACE DESIGNER

Discovery Communications  
Silver Spring, MD  
Feb 2008 - Aug 2012

Designed user experiences across multiple broadcast network sites (Discovery Channel, Animal Planet, TLC) and digital media acquisitions (Petfinder.com) with combined traffic of 500+M page views and 35M unique users per month.

- Led Animal Planet Dog Breed Selector redesign that increased monthly page views by 150% and recognized as a 2012 Webby Award Official Honoree in Web Services & Applications.
- Redesigned online video experience for all broadcast network sites that grew video streams 300% with 100% ad sell-through.
- Collaborated with outside agency in head-to-toe rethink and rebranding of Petfinder, the #1 online destination for adoptable pets.

### SENIOR INFORMATION ARCHITECT

Marriott International  
Bethesda, MD  
Mar 2005 - Feb 2008

Delivered revenue-building projects for flagship reservation web site (Marriott.com) with 12M monthly visits generating over \$6B in annual gross revenue.

- Led User Experience team on \$4M hotel search redesign project. Achieved goal of 3% increase in weekly booking conversion rate, resulting in an additional \$290M annual gross revenue.
- Launched B2B project that enabled hotel meeting planners to create custom web pages for client events. Drove 16.5% increase in booking conversion rate, resulting in an additional \$10M gross revenue.

## education

### Master of Science Information Architecture & Knowledge Management

Concentration: Information Architecture  
Kent State University, Kent, OH

### Bachelor of Arts English with Honors

Kent State University, Kent, OH

## continuing education

### Front End Web Development

10-week Certificate  
General Assembly, New York City  
2018

### Data Analytics

10-week Certificate  
General Assembly, New York City  
2017