Kathryn Ulrich

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# Education

## Master of SciEnce | May 2021 | University of Wisconsin-Madison

Design Innovation | Emphasis: Design Research & Strategy

## Bachelor of Science | May 2016 | Northern Illinois University

Operations & Information Systems Management | Emphasis: Operations Management

# Experience

## Design Researcher | Keurig dr. pepper | 2022 – Current

* Design and facilitate human centered research studies based upon both project specific and broader company needs, typically to inform product development design and strategy, and drive the overall understanding of consumer needs
* Conduct qualitative research studies including focus groups, ethnographic and experiential field research, individual interviews, usability studies, online UX sessions, and online qualitative boards
* Synthesize multiple data and research inputs across multiple projects to create actionable insights and design requirements that elevate and highlight the voice and needs of the consumer
* Guide and train colleagues in research practices to generate understanding and awareness of human centered design and empower team members to utilize research in their own workflows

## Design Researcher | Sylver consulting | 2021 – 2022

* Developed narrative driven deliverables, typically 2-3 per quarter, to empathetically connect insights and opportunity areas uncovered in the research to key stakeholders in an impactful and actionable manner
* Created human-centered research studies that include a diverse use of qualitative and quantitative methodologies for a diverse industry base including CPG, Healthcare, Insurance, and Technology
* Introduced clients to innovative thinking and ideation through hands on collaborative workshops to foster creative thinking from within organizations
* Moderated online, ethnographic, and in-person interviews to connect with consumers on a personal level to further understand the consumer’s behavioral, psychological, and emotional motives

## Graduate UX Researcher | web services usability & assessment team | 2020 - 2021

* Utilized analysis from heat maps and google analytics that identify potentially problematic or opportunistic areas within the library website to further inform the usability test criteria and protocol
* Conducted virtual usability tests with key stakeholders to identify areas of opportunity for the UW library to improve the overall user experience
* Effectively communicated the research findings utilizing the design language used by the website developers to create alignment and a cohesive transition from opportunity insights to actionable designs

# Design & Research Tools

* Software & Program Tools: UserTesting, Dovetail, Qualtrics, Mural, Miro, Figma, Recollective, NVDA, Google Analytics, Hotjar, Microsoft Suit, Adobe Illustrator, Adobe XD, Adobe Lightroom, Adobe Premiere, Zoom