

Kathryn Ulrich

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Senior Design Researcher with 6+ years of research experience, 10+ years in business. I bring a holistic, cross-industry perspective to the strategic impact of human-centered research within organizations. With deep expertise in mix-method approaches, I lead both organizational and product end to end research, ensuring insights meaningfully shape strategy and decision-making.

Skills

Research Tools & Methodologies

UserTesting, UserView, Qualtrics, Figma, Figjam, Miro, Mural, Recollective, Adobe Suite, Microsoft Suite, NVDA, Survey, A/B testing, focus groups, individual interviewing, usability testing, heuristic analysis, ethnography, online usability, tree mapping, card sorting, diary/longitudinal, desktop/secondary research, co-creation workshop, user journey mapping, hallway testing, internal/external workshop

Experience

Senior Design Researcher

Keurig Dr. Pepper | 2024-Current

- Owned the end-to-end design research roadmap for the new Alta brewer and K-Rounds consumable, ensuring the voice of customer intersects all critical decision points including strategic product design pivots, technology selection and utilization, and overall usability of the new product and platform
- Identified six new opportunity areas within the kitchen technology space through consumer co-creation focus group research, resulting in consumer grounded internal ideation and four new front-end innovation concepts
- Uncovered critical knowledge gaps across business units and led cross-functional efforts to improve internal knowledge sharing including the implementation of AI-powered tools to enhance visibility, accessibility, and application of research insights across the organization
- Increased research capacity 45% through appropriate scoping and prioritization of research efforts, identifying cross-functional opportunities for reduction of redundant efforts, delegating and managing of internal junior researchers, managing and developing external research partners, and contributing to scalable research operations, tools, and knowledge-sharing systems

Design Researcher

Keurig Dr. Pepper | 2022-2024

- Designed and facilitated human centered research studies based upon project specific and strategic company initiatives, typically to inform product and UX development design and strategy, and drive the understanding of consumer needs throughout the organization
- Conducted qualitative research studies including focus groups, ethnographic and experiential field research, interviews, usability studies, online UX sessions, and online qualitative boards
- Led colleagues in user journey workshops to align cross functional operations and ensure the consumer remains central throughout the product development lifecycle

Design Researcher

Sylver Consulting | 2021-2022

- Developed narrative driven deliverables 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

Education

Master of Science | University of Wisconsin-Madison

Design Innovation | Emphasis: Design Research & Strategy

Bachelor of Science | Northern Illinois University

Operations & Information Systems Management | Emphasis: Operations Management