

Kip Haines

Washington, DC

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UX Researcher

UX Researcher fluent in exploring user needs, pain points, and behaviors for web and mobile software applications. Adept in empathizing with users and advocating throughout the design process. Apply user centered design thinking to ideate innovative, creative solutions. A dynamic communicator who unites stakeholders via charismatic storytelling powered by data analysis.

Core Skills: User Interviews, Usability Testing, Persona Development, Contextual Inquiry, Competitive Analysis, Agile Scrum Methodology, Presentation / Negotiation, Survey Design, User Journey Mapping, Service Blueprinting, Heuristic Analysis

Tools: Figma, Optimal Workshop, Trello, Azure DevOps, Jira

Experience

Amass, Remote

07/2022 – Present

UX Research & Content Design Consultant

Developed brand voice and tone. Created product copy, educational content, and branding materials.

- Planned and conducted generative research to identify use cases for message template features.

Ossom Jobs, Remote

04/2022 – 07/2022

UX Researcher

Planned and coordinated evaluative research on website for usability improvement and branding modernization recommendations. Research activities: user interviews, heuristic analysis, usability testing, competitive / comparative analysis.

- Created style guide for new branding upgrade. Improved SUS score by 36 points from original website to hi-fidelity prototype through clarifying copy for job filters, adding a search bar, and improving heuristics with the addition of signifiers.

One Creation, Remote

03/2022 – 04/2022

UX Researcher

Conducted generative research to identify 2 primary user personas and test assumptions in first customer-facing mobile app for one of Asia's largest banks.

- Lead design workshop with product owner and UX designers to facilitate decision-making using presented research insights from user interviews and usability testing.
- Implemented changes to the onboarding process, content writing, and UI in final Figma prototype delivery that increased trust among users through a simplified, intuitive mobile app interface.

CoStar Group, Washington, DC

03/2015 – 11/2021

UX Researcher (Internal Title: Tech. Customer Service Rep. III)

Advocate for user needs and pain points in a fast-paced Agile development environment for B2B SaaS web and mobile analytics platform. Developed and administered usability testing and user interviews.

- Presented analysis of insights from user research in weekly, cross-functional stakeholder meetings to strategize product roadmap for upcoming sprints.
- Researched and identified opportunity for the addition of a KPI success metric to support business goal of improving customer experience across all communication channels.

- Selected for the Q1 2021 cohort of the Emerging Leaders Program - a professional development course focused on business leadership and cross-functional collaboration with senior leaders throughout the company.
- Accelerated bug resolution lifecycle by prioritizing bugs according to level of impact and upcoming product releases reducing the bug log to less than 10 major bugs.
- Won "Call of the Month" 3 times in 2019 for exemplary product knowledge, delighting customers, and thinking creatively to ideate user centric solutions.

Remember Me, Beltsville, MD**08/2012 – 03/2015****UX Researcher (Internal Title: Technical CSR)**

Performed contextual inquiries to research customer pain points, behaviors, wants, and goals for web platform redesign. Analyzed and presented user research insights to support strategic decision making and reconcile discrepancies in business requirements.

- Designed content for instructional product videos and written how-to guides for users.
- Collaborated between product manager and external developers for test planning and communicating product release information to cross-functional teams.
- Analyzed user feedback to identify usability issues, needs for support content, and requests for features.

Education & Professional Development**Bachelor of Arts (BA)**, Anthropology | **The University of Tennessee**, Knoxville, TN**User Experience Design Immersive** | **General Assembly**, Remote**Volunteer Work****Frederick County Health Department**, Frederick, MD**08/2022 – Present****Content Designer**

Creates infographics and educational data visualizations to support behavioral health services team.