

KATE WHITNEY

katewhitney.io

EDUCATION

Stanford University

December 2020

M.S. Learning, Design, & Technology
(GPA 4.1/4.0)

University of California, Los Angeles

March 2018

B.S. Biology (GPA 4.0/4.0)

SELECTED COURSEWORK

Grad Design Research Techniques
HCI Research
Qualitative Research Methods
Observation of Children
Intro to Data Science
Human Behavioral Ecology

CERTIFICATIONS

UX Certified, UX Research Specialty

Nielsen Norman Group

SKILLS

Research Methods

Interviews, Focus Groups, Usability
Tests, Survey Design, Qual & Quant
Data Analysis

Product Design & Strategy

Design Thinking, Prototyping,
Jobs-to-Be-Done, Competitor Analysis

Development

React, JavaScript, TypeScript

Tools / Software

Figma, Illustrator, Photoshop,
Final Cut Pro

EXPERIENCE

Product Research Consultant | katewhitney.io

January 2020 - Present

I run a one-woman agency specializing in conducting research and synthesizing findings into actionable product recommendations for clients in a range of industries. Some of my past projects have included:

- Worked for Coursera to rethink their mobile product strategy through a series of interviews with existing mobile app users centered around understanding how the mobile app fit into their learning experiences and lives. Produced a report and presented findings to product leadership, then collaborated with mobile product and design teams to brainstorm and prioritize new mobile features.
- Worked with thrv, a Jobs-to-Be-Done consulting company, on projects aiming to generate new product & feature ideas using the JTBD framework for clients like Blue Shield & Dropbox. Developed research protocols, designed surveys, and conducted workshops to educate clients on the value and process of using JTBD.
- Worked for Trifoia to generate prioritized recommendations to inform future iterations of their prototype for a new online mental health platform through a series of user interviews and think-aloud sessions.

Founder | ConnectEDKid

January 2020 - Present

- Created connectedkid.co, an online platform for parents to learn about the shows their children watch, aiming to support meaningful discussions that promote their kids' social & emotional development
- Conducted extensive user research, including interviews, usability tests, and a diary study, to understand needs of parents & children
- Designed end product and built responsive site using React and Next.js

Creative Project Manager | Scorpion Internet Marketing

May 2018 - March 2019

- Managed website development projects from inception to delivery, including developing timelines, allocating internal resources, managing the work of cross-functional teams, and communicating with clients
- Designed website wireframes & specs with consideration for clients' objectives, UX best practices, and design/technical team capacities
- Collaborated with department directors to develop strategy for company's new UX Research team

Research Assistant | Fessler Lab, UCLA Department of Anthropology

April 2017 - April 2018

- Worked on evolutionary anthropology studies investigating topics including decision-making, group behavior, and threat response
- Led research sessions, administered surveys, & analyzed qualitative data