

# Katlyn M.F. Greene

User Experience Researcher

(206) 549 3504  
katlynmfgreene@gmail.com

## Education

### **General Assembly** — *UX Design Certificate*

MAY 2019 - JULY 2019

On Campus Training Program (Seattle, WA)

### **University of Georgia** — *BA Marketing*

AUG 2012 - MAY 2016

Terry College of Business (Athens, GA)

### **University of Georgia** — *BS Psychology*

AUG 2012 - MAY 2016

Franklin College of Arts & Sciences (Athens, GA)

## Professional UX Research Experience

### **Portent** — *UX Research + CRO Specialist*

SEPT 2019 - PRESENT (Seattle, WA)

Managed testing programs for multiple clients from test ideation to recommended design implementation. Designed and conducted usability tests, user interviews, focus groups, and surveys for SaaS, ecommerce, and streaming clients in moderated and remote settings. Completed heuristic and analytic assessments of user flows using Google Analytics, Hotjar, and FullStory. Synthesized study results to distill meaningful findings and design optimization recommendations. Presented findings to stakeholders and worked with them to roadmap implementations and A/B tests. Collaborated with cross-functional departments to develop high-fidelity prototypes and deploy final designs.

### **Freelance** — *UX Designer + Researcher*

MAY 2016 - AUG 2019 (Nashville, TN & Seattle, WA)

Consulted with small businesses to review user-facing websites. Performed heuristic evaluations and analytics diagnostics to identify opportunities to improve user experience flows. Conducted user research through user surveys and interviews to inform design strategy. Developed user personas and completed competitive industry research. Worked with small businesses and nonprofit organizations including Resonance Music Academy, the City of Porterdale, and the Georgia Symphony Orchestra.

## Profile

I am seeking an opportunity to work within a collaborative product team designing and executing user research studies to influence the direction of design.

## Technical Skills

Adobe Creative Suite

Axure, Figma, Sketch

InVision

Optimizely

Google Analytics

Hotjar, FullStory, Clicktale

Qualtrics

UsabilityHub

UserTesting

OptimalWorkshop

HTML/CSS

## Additional Skills

Survey Design

Usability Testing

User Interviews

Focus Groups

Quantitative Analysis

Qualitative Analysis

A/B Testing

Public Speaking

Project Management

## **UGA Visual Perception Lab - Research Assistant**

SEP 2015 - DEC 2015 (Athens, GA)

Facilitated research projects addressing aspects of visual memory, temporary blindness, peripheral awareness, and visual attention. Worked with over 100 research participants, measured and recorded responses to test stimuli, and conducted post-procedural qualitative interviews.

## **Additional Professional Experience**

### **Altria Group Distribution Co. — Territory Sales Manager, Unit Manager**

MAY 2016 - AUG 2019 (Nashville, TN & Seattle, WA)

Managed sales development of high volume territories. Built strong relationships with retail partners and consulted with them on inventory management, advertising, and pricing strategies. Upon promotion, managed a team of five Territory Sales Managers and National Key Account. Developed quarterly performance goals, analyzed KPIs and market trends, and developed skill sets of direct reports.

## **UX Research Volunteer Experience**

### **Council Data Project — UX Research + UX Design**

AUG 2019 - PRESENT (Seattle, WA)

Worked with a team of UX designers to create wireframes, user flows, and brand assets for non-profit organization focused on improving civic engagement through improving the accessibility of local government meeting records. Conducted user interviews and usability tests on MVP to guide new feature development and prioritization. Ran design sprints to rapidly iterate on concepts for new features, including user testing prototypes.