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NICHOLE KIM

EDUCATION

UNIVERSITY OF WASHINGTON

M.S. Human Centered Design & Engineering

Mar 2018

STANFORD UNIVERSITY

B.A. Psychology

Apr 2015

SKILLS

RESEARCH DESIGN
GENERATIVE RESEARCH
CONTEXTUAL INQUIRY
USABILITY STUDIES
JOURNEY MAPS
PERSONAS
SURVEYS
QUESTIONNAIRES
DESCRIPTIVE STATISTICS
CARD SORTING
WIREFRAMING
PROTOTYPING
DESIGN THINKING

TOOLS

EXCEL
USERTESTING | USERZOOM
QUALTRICS | MOMENTIVE
REDUCT
INVISION
FIGMA
SKETCH
ADOBE CREATIVE SUITE
HTML & CSS

LANGUAGE

KOREAN (FLUENT)

PROFESSIONAL EXPERIENCE

SR. UX RESEARCHER | BLINK

SEATTLE, WA APR 2021 – PRESENT

- Formulate roadmaps for future research to guide clients on what is next while establishing a cadence for user research to be built into the product development lifecycle.
- Create and lead user research workshops to educate clients who are new to UX and help them understand the process.
- Document best practices for building out user research teams and provide recommendations and feedback on job descriptions for hiring their first UX researchers.
- Set foundations for benchmarking research and highlight KPIs to help measure the product performance over time.
- Assess research methodologies and identify the appropriate method and framework to utilize on upcoming projects.
- Provide guidance internally as SME for technical topics such as cloud services, artificial intelligence, and virtual reality.
- Create in-depth journey maps and behavioral personas that uncover insights about end users and inform clients on how to best utilize the research artifacts.
- Establish internal documentation and collateral for onboarding research contractors.
- Mentor junior researchers on how to effectively analyze research data and how to write impactful research reports.

UX RESEARCHER | BLINK

SEATTLE, WA APR 2018 – APR 2021

- Worked with clients to assist in scoping, designing and running foundational and evaluative research.
- Analyzed data and synthesized actionable insights and design recommendations for clients' products and services in various stages of the development cycle.
- Debriefed clients and consulted on next steps, delivering in-depth qualitative and quantitative insights to not only inform product design and strategy but to help clients meet both user needs and business goals.
- Documented research methods and best practices for notetaking, self-organization and data visualization that were shared out internally with other researchers.

UX RESEARCH INTERN | ILLUMINA

SAN DIEGO, CA JUN – SEPT 2017

- Designed and conducted usability studies for new features in BaseSpace Sequence Hub, a cloud-based bioinformatics platform for genomic data.
- Collected and analyzed findings from card sorting and NPS analysis and presented the results back to the UX, engineering, and PM teams.
- Identified future research directions for the UX team by uncovering in-depth insights via data-informed user research.
- Developed best practices and strategies for participant recruitment, test design, and research protocols by working closely with Sr. User Researcher.

GRADUATE STUDENT RESEARCHER | MICROSOFT

SEATTLE, WA JAN – MAR 2017

- Designed and ran usability studies and interviews for a newly launching product from the Microsoft Outlook team.
- Collected data based on objective and subjective metrics and analyzed them to distill qualitative insights to further inform the product direction.
- Identified the target user group and recruited participants for the testing.
- Reported the findings back to the stakeholders in-person at Microsoft