

Kiera Hawkins

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SUMMARY OF QUALIFICATIONS

- Extensive experience conducting diverse end-to-end qualitative research for Fortune 100 companies in AR/VR, ecommerce, contextual AI, and service design domains; proficient in quantitative research methods
- Demonstrated expertise in collaboration with multidisciplinary internal and external teams
- Outcome-oriented, passionate about accessible research practices, stakeholder management, and creating connections

UX & RESEARCH WORK EXPERIENCE

BLINK UX

June 2021 – Present

Senior UX Researcher

August 2023 – Present

- Collaboratively conceptualize and execute evaluative (qualitative and quantitative) and foundational research on four different projects for three Fortune 100 companies, spanning research on AR/VR, gaming, service design, and mobile search
- Collaborate with design, recruiting, project management, data science, and client stakeholder teams as well as vendors in Asia, Latin America, and Europe to conduct complex, multi-stage research projects
- Moderate in-person and remote research sessions
- Analyze and summarize qualitative and quantitative research; create visuals, along with written communications, to present research findings to clients to help clients understand how research findings related to their business goals; and create recommendations to enable clients to take action
- Scope projects in partnership with business development and client teams
- Contribute to the center of excellence for accessibility-focused research and hardware design for Blink

UX Researcher II

December 2021 – August 2023

- Conducted evaluative and foundational (qualitative and quantitative) research on thirteen different projects for three Fortune 50 companies and one non-profit, spanning research on VR hardware (visual perception, fitment, comfort), contextual AI and ethical study design, ecommerce, calm computing, course design, and accessibility
- Led end-to-end execution of research projects, including project kick off, stakeholder management, study design and method selection, study material development, session moderation, analysis and synthesis, and insight/recommendation presentation
- Used generative AI to support project set up, deepen the team's knowledge of new topics, and help with the development of participant screeners to accelerate onboarding with clients
- Recognized for exceptional contributions and impact, receiving quarterly "Doing Great Things Award" three times within an 18-month period

Research Assistant

June 2021 – December 2021

- Prepared, tested, and calibrated client hardware and software, and counterbalance study room environments to reduce errors during data collection
- Established rapport with participants, enter demographic meta-data, and introduce participants to study procedures
- Conducted and executed data collection and moderated over 50 remote and in-person research sessions
- Ensured data quality and project fidelity by troubleshooting hardware and software failures during data collection
- Submitted daily session findings to client and lead researchers for quality assurance review and implemented feedback to improve data collection quality as needed
- Collaborated with primary UX researchers to transform client's technical documentation into usable moderation guides and data collection resources
- Assessed feature functionality gaps of client hardware and software; delivered recommendations for improvements to the client
- Created training materials and skill tracking logs for newly hired research assistants to expedite onboarding experience
- Trained research assistants on study goals, protocols, and procedures

SOUND SUSTAINABILITY

December 2020 – June 2021

Lead UX Design Researcher

- Led a four-person team in planning, design, and execution of customer discovery during the National Science Foundation's Innovation Corps and Holloman Health Innovation Challenges Grand Prize Holloman Health Award winners March 2021
- Analyzed and synthesized qualitative and quantitative customer interview data to develop additional research and design goals to inform business strategy and product development
- Advised undergraduate UW Informatics school students on the creation of wireframes, prototyping, and usability testing focusing on accessibility and UI design principles
- Developed visual language and branding guidelines
- Created content for emerging hearing health application

HCDE SUMMER PASSION PROJECT

June 2020 – August 2020

UX Researcher, Project Manager

- Defined project scope and objectives based on stakeholder goals, developed a project plan, and oversaw the team's weekly progress to maintain the project timeline and deliverables to stakeholders
- Conducted stakeholder and user interviews, content analysis, and competitive analysis to inform design goals used to guide WordPress development
- Updated and developed new UX copy across website to improve user experience through storytelling
- Collaboratively designed user personas, wireframes, high-fidelity prototypes, and WordPress site to launch a newly designed website that elevated the client's online presence and improved customer recruitment
- Created documentation guide for the client's leadership team enabling easy maintenance on an ongoing basis

EDGATE CORRELATION SERVICES

November 2017 – July 2018

Digital Content Editor

- Created metadata for video content to ensure the optimal user experience for educators
- Segmented, summarized, and correlated educational videos enabling K-12 teachers to quickly access relevant content, enhance user experience and easily incorporate it into their curriculum
- Wrote synopses and created metadata for teachable moments within video segments to identify core concepts within larger fields of study
- Correlated client content to meet evolving K-12 education standards, allowing teachers to provide up-to-date information and guidance to students

ADDITIONAL WORK EXPERIENCE

UW EMPLOYMENT PROGRAM

July 2018 – December 2019

Employment Training Specialist

- Provided vocational rehabilitation services to individuals with disabilities. My primary responsibilities included task analysis, applied behavioral analysis, job development, and ADA education
- Developed customized task analysis, performance standards, training plans, and materials for clients with developmental disabilities to ensure job placement, successful development, and long-term client stability
- Collaborated with employers, state agencies, and clients to secure funding for equitable employment and training contracts, allowing clients to pursue and achieve their career goals
- Collected, interpreted, and summarized monthly client performance data to provide reporting on individual progress to their managers, guardians, Divisional Vocational Rehabilitation, and Developmental Disability Administration (DDA)

IMMERSIVE SCIENCE LABORATORY (WSU)

August 2013 – November 2017

Research Assistant

- Developed multi-year training for K-8 teachers to understand argument-based learning, and transition to Next Generation Science Standards
- Collected recordings for 30 instructional sessions and coded it to student interactions to identify prosocial behaviors, then tested students to understand how argument-based inquiry influenced outcomes; supported in data analysis
- Co-authored the Science Writing Heuristic Approach protocol to enhance prosocial interactions in classrooms

EDUCATION

UNIVERSITY OF WASHINGTON (UW)

August 2019 – June 2022

- Master of Science, Human-Centered Design and Engineering (HCDE)
- Relevant coursework: Navigating Design in Organizational Context, Usability Studies, User-Centered Design, Experimental Research Methods, Data Visualization, Programming Concepts, Visual Design

UW – FOSTER SCHOOL OF BUSINESS

June 2019

- Business Certificate

WASHINGTON STATE UNIVERSITY (WSU)

August 2013 – May 2017

- Bachelor of Science, Psychology
- Relevant coursework: Organismal Biology, Organic Chemistry, Cell Biology, General Genetics, Gross and Microanatomy, Statistics, Calculus for Life Scientists