

Kyra Friedell

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(510) 585-4408

Education

St. Olaf College /
B.A. in Anthropology and
Sociology
AUGUST 2009 - MAY 2012,
(NORTHFIELD, MN)

Portfolio / kyrafriedell.com
Password on request

Account Manager / Binti

JULY 2019 - FEBRUARY 2020 (OAKLAND, CA)

- Account Manager improving user engagement and product usage for our largest customer, Los Angeles County, with 30,000 children in care and 2,000 workers across multiple divisions
- Worked with key stakeholders to write user stories and helped with prioritization of features in Asana based on product roadmaps, agency needs, and state requirements
- Developed Binti's UX resources including recruitment coordination, research protocols for all personas, and structure for iterative research
- Pitched and facilitated Binti's first User Journey Mapping workshop for product and engineers to promote iterative development

UX Research Orchestrator / U.S. Bank

NOVEMBER 2018 - JULY 2019 (OAKLAND, CA)

- Lead researcher charged with determining the best methodologies and deliverables for research on a team rebuilding a mobile banking app
- Partnered with Product Owner to help break down user stories and make product judgments through formal research and heuristic best practices

Development Manager / uAspire

FEBRUARY 2017 - OCTOBER 2018 (OAKLAND, CA)

- Used research to scope and guide program evaluation and internal organizational health projects by creating partnerships and demonstrating the outputs of various methodologies. Resulted in affecting the organization's four core services offered to students
- Interviewed five community leaders to envision, recruit for, and oversee an Emerging Leaders Committee focused on brand awareness, fundraising, networking, and committee education

User Experience Research / Google via CDI

MAY 2016 - JANUARY 2017, (MOUNTAIN VIEW, CA)

- Facilitated weekly research planning meetings with stakeholders across two teams to recruit for and run 19 continually overlapping lab studies. Findings and recommendations impacted the consolidation of Google Shopping and Express
- Built and navigated working partnerships to manage stakeholders' research needs by determining the best methodologies, which included data analysis using Google Analytics, in-depth-interviews, and surveys

Salesforce Strategy and Research Consultant / Magnet 360

JULY 2013 - JULY 2015, (MINNEAPOLIS, MN)

- Collaborated with Managing Partner to build a multi-million dollar Strategy practice through consensus building across a variety of internal teams on how to deliver strategy services to clients
- Customer Experience Lead on a \$2.2 million client engagement to rebuild a service ticketing platform managing research relationships with client