KATE WREN

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Kate is a versatile Senior UX Researcher with a clean and pure design sensibility. She holds a Bachelor of Science in Psychology, and a certificate in User Experience from California State University in Los Angeles. Her motivation stems from her fascination with human behavior as well as her passion for simplicity.

SKILLS

Professional Skills: Qualitative Research, Competitive Analysis, Stakeholder Interviews, Journey Mapping, Surveys, Personas, Heuristic Evaluation, Card Sorting, Wire Framing, Prototyping, User Testing, UI/Visual Design
Current Toolset: Adobe Creative Suite, Google Suite, Miro, Figma, Sketch, Pendo, Looker, GetFeedback, MailChimp, Confluence, Salesforce, Slack

EXPERIENCE

User Research Manager

Financeit | Toronto ON | January 2019 - Present
Senior User Experience Researcher June 2017 - Dec 2018

Established the research practice at Financeit and currently lead all aspects of qualitative research across the org including planning, recruitment, execution, analysis, reporting, and collaboration with BI for quantitative data. Management responsibilities include Research Ops, UX Maturity & Strategy, Hiring, Performance Monitoring and Coaching.

User Experience Designer

Usability Matters | Toronto ON | 2016-2017

Engaged in workshop and focus group planning and facilitation, stakeholder interviews, customer journey mapping, content strategy, information architecture, wireframing, prototyping, and usability testing for a variety of large business clients.

Intermediate UX Designer

Rogers Communications | Toronto ON | 2016

Worked closely with cross-functional teams to understand requirements, create wire frames and prototypes that met business contstraints, and conducted regular contextual research and user testing to validate concepts.

User Experience Designer

BQE Software | Los Angeles CA | 2014-2015

Graphic Designer

Freelance Design | Los Angeles CA | 2005-2014
Fine Design Group | San Francisco CA | 1999-2001
Karacters Design Group/Palmer Jarvis DDB | Vancouver BC | 1996-1998

EDUCATION

California State University | Los Angeles CA
Certificate in User Experience & Customer-Centered Design

Santa Monica College | Santa Monica CA
Digital Imaging for Design, Web Design 1, Web Design 2, Mobile Web Design

George Brown College | Toronto ON
Diploma (3 Year Honors) – Graphic Design

University of Toronto | Toronto ON
Bachelor of Science – Psychology