

KRYSTA HARRISON

USER RESEARCHER

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Greater Philadelphia Area, PA, USA

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PROFILE

Researcher with 8+ years of experience leading research initiatives from conception to delivery. Proficient in conducting qualitative and quantitative methods to inform design and product decisions. Skilled in building relationships and collaborating with cross-functional teams to deliver solutions that enhance user experience and drive business growth. Passionate about outcome-driven UX metrics and leveraging research to advocate for inclusive, accessible design.

EDUCATION

M.S. USER EXPERIENCE and INTERACTION DESIGN

Philadelphia University | 2015 - 2017

B.A. ANTHROPOLOGY

Temple University | 2010 - 2013

Golden Key International Honor Society

CERTIFICATE IN CULTURAL DIPLOMACY

Institute for Cultural Diplomacy | 2013

COMPETENCIES

SKILLS

Ethnographic interviewing
Heuristic evaluation
Usability testing
Survey writing
Cart Sort testing
Tree testing
First Click testing
Natural Language Elicitation
Prototyping
HTML
CSS
PHP

TOOLS

UserTesting/
UserZoom
Optimal Workshop
Decipher
JIRA
Localytics
Looker
Tobii
MORAE
Adobe suite
Sketch
Miro
Apple and MS Office

PROFESSIONAL EXPERIENCE

COMCAST | PHILADELPHIA, PA

Senior User Experience Researcher, Entertainment Products (hybrid) | August 2022 - Present

- Plans, executes, and delivers all aspects of primary research with an emphasis on impact, employing complex, multi-method studies as needed.
- Leads a small team of global researchers, executing individual and collaborative studies.
- Leverages insights from other internal teams (e.g. market research, data science) to inform study design, capture a holistic view of the area of study, and expand organizational impact.
- Explores new methods, approaches, and vendors to expand and optimize the team toolkit.
- Represents the team in internal and external talks; speaking about user research, the practice, and specific studies.
- Mentors, and seeks mentorship from, research colleagues.
- Drives cultural and process improvements through membership of department committees.

Highlights:

- Initiated, designed, and conducted the first three global user research projects at Comcast.
- Presented the Xfinity Large Button Voice Remote Case study as a speaker at two conferences.

META (formerly Facebook) | MENLO PARK, CA

Senior User Experience Researcher (remote) | October 2021 - August 2022

- Collaboratively determined product direction as part of the Business Messaging product team.
- Managed the research roadmap; including determining and requesting budget for global projects.
- Oversaw studies conducted by consultants and vendors, synthesizing insights for stakeholders.
- Delivered actionable insights, publishing reports on internal tools to reach appropriate audiences.

COMCAST | PHILADELPHIA, PA

Senior User Experience Researcher | March 2020 - September 2021

User Experience Researcher | April 2017 - March 2020

- Conducted studies for video entertainment interfaces, remote controls, and mobile phone service.
- Led both generative and evaluative studies, responsible for all parts of a research process.
- Scoped and designed studies within varying constraints to accomplish research objectives.
- Delivered key insights, mapped to business goals, to guide product decisions and strategy.
- Mentored junior researchers and interns, fostering team growth.

Highlights:

- Influenced major IA updates to the Xfinity App through a multi-method study series.
- Identified the unconscious criteria by which people choose to watch certain content over others, informing platform personalization strategies.
- Developed a widely adopted framework for understanding content discovery.

PEPPERJAM | CONSHOHOCKEN, PA

User Experience Researcher | April 2016 - April 2017

- Supported research projects involving usability testing, field studies, and contextual interviews.
- Created recruiting criteria and managed participant recruitment for studies.
- Analyzed data to identify themes and write research reports.
- Conducted heuristic and usability assessments to understand issues and recommend solutions.