I am a **mixed-methods UX Researcher** that delivers clear, actionable insights in compelling ways to help guide product strategy. I am continually improving my craft of end-to-end research so I can help my cross-functional partners drive impact.

# kerstin huang

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## education

**UC Berkeley Haas, MBA**
Graduating December 2025

**University of Washington**
September 2015–December 2018

Bachelor of Science, Informatics | HCI
GPA: 3.82 | Cum Laude

## skills

**Qualitative Research**
User Interviews
Usability Testing
Concept Testing
Card Sorting
Competitive Analysis
Diary Studies
Persona Development

**Quantitative Research**
Regression Models
Statistical Analysis
Max-Diff Analysis
Kano Models
User Telemetry

**Tools**
UserTesting
Maze
Figma
Adobe Creative Suite
Tableau
Qualtrics, SurveyMonkey

**Languages**
R
SQL
HTML + CSS
Bilingual - English & Mandarin Chinese

## experience

**Highspot** | Senior User Experience Researcher II
Seattle, WA | February 2017–Present

First User Research hire at a start-up that's grown in valuation from $470M to $3.5B and in headcount from 35 to 1000+ during my tenure. Have helped scale the team to 6.

Primary Workstreams

- **Win-Loss Insights:** Build regression model to identify the largest drivers of closed-lost deals and ARR attributable to each deal.
- **NPS Implementation:** Planned and launched native polling Net Promoter Score (NPS) measurement process.
- **Product Adoption:** Helped drive Analytics scorecard adoption by 20% in the first 3 months of release through user interviews and usability tests that influenced product strategy.
- **Mentorship:** Support 4 junior members of team as they onboard and review their findings ahead of broader distribution.

Additional Initiatives

- **Organizational Rebrand:** Deliver design rebrand by partnering with Marketing LT to conduct stakeholder interviews & usability tests.
- **Conference Leadership:** Create User Research Program showcased at our annual user conference.
- **Accessibility:** Recommend changes to comply with WCAG 2.1 AA standards through an accessibility audit & heuristic evaluations.

**Google, Google Drive** | User Experience Research Intern
Boulder, CO | June 2018–September 2018

- **User Personas:** Ran dyad user interviews from end-to-end; findings were leveraged by Drive LT to inform FY20 product roadmap.

**DirecTV** | User Experience Research Intern
El Segundo, CA | June 2017–September 2017

- **User Journey Mapping:** Presented user viewing habits through analysis of 300+ diary study responses and 10 in-home interviews.

## volunteer

**#BuiltByGirls WAVE** | Mentor - Oct. 2020 - Present

**UW Informatics iMentor** | Mentor - Sept. 2019 - Present

**iSchool Alumni Panels** | Speaker - Sept. 2019 - Present