

# Kailey Trussel

UX & Design Strategist

📍 Bothell, WA  
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## ABOUT

5+ years experience in UX & Content, with a track record of streamlining workflows, conducting research to drive impact, and influencing stakeholders with insights and strong presentation skills.

## SKILLS

- Communication
- Content Strategy
- Customer Service
- Knowledge Bases
- Operations
- Stakeholder Mngmnt.
- UX Research
- Workshop Facilitation

## TOOLKIT

- Figma
- Google Suite
- Mailchimp
- Microsoft Office Suite
- Miro
- SQL
- Typeform
- UserTesting.com

## EDUCATION

BACHELOR'S DEGREE  
*BYU-Hawaii*  
Psychology, with a minor in Organizational Behavior

## EXPERIENCE

**User Research International** **Nov 2023 - Dec 2023**  
**UX Moderator - Contract** Redmond, WA

- Conducted 60+ research sessions, measuring and evaluating AR/VR wearables and software prototypes for a large client, world's largest social media company.
- Collaborated with project managers, analysts and other researchers to optimize processes and analyze data.
- Employed qualitative and quantitative research methods, techniques, and testing tools.

**Roboboogie** **July 2022 - Nov 2022**  
**UX Researcher** Portland, OR





- Identified key research questions and objectives in partnership with cross-functional teams.
- Developed new maps, frameworks, and templates for diverse projects, client accounts, and organizational impact.
- Presented UX solutions to both internal senior staff, evangelizing for user-centric design decisions.
- Developed research plans in line with client needs and missing data in a quick and timely manner.

**Searchable.ai** **May 2021 - June 2022**  
**UX Researcher** Remote

- Collaborated closely with Product Managers, Design, Engineering and Marketing teams in a start-up Agile environment to evaluate experiences, understand user needs, and uncover product opportunities.
- Demonstrated strong project management skills by designing and building usability research studies through UserTesting.com, on a tight and regular cadence.
- Created mockups and wireframes using Figma.
- Conducted frequent design reviews with the product, design and engineering teams.
- Led research initiatives from E2E with insights directly informing product roadmap and feature prioritization.
- Communicated findings and insights at monthly All-Hands meetings.

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## AWARDS

Won the Undergrad Research Conference for exceptional qualitative study observing the female experience on Instagram.

## EXPERIENCE

**NurseGrid** **Dec 2019 - May 2021**  
***UX & Product Support Specialist*** Portland, OR

- Led UX research efforts and developed an improved user feedback loop, resulting in insightful user churn analysis for senior leadership and cross-functioning teams.
- Created a comprehensive style guide for the Customer Success team, including specific colors, font, and overall tone.
- Rewrote and reformatted support articles to help users learn & leverage features successfully.
- Wrote a support ticket form for users that streamlined for troubleshooting purposes.
- Collaborated closely with Web Development, Product, Marketing, and Customer Success teams.
- Translated requirements into user stories and acceptance criteria for product and engineering teams.

**Marco Polo** **April 2019 - May 2020**  
***UX Research Assistant - Contract*** Remote

- Coded usability testing experiences with empathetic and critical thinking skills.
- Took comprehensive notes on live interviews.
- Described user insights thoroughly in clear and concise reports that informed design reiterations for the Product and Engineering team.
- Maintained record management, and assisted with data collection in a research repository using AirTable.

**Center to Improve Veteran Involvement in Care** **Nov 2018 - Dec 2019**  
***Research Assistant*** Portland, OR

- Demonstrated critical thinking and analytical skills working with both quantitative and qualitative data.
- Developed and created clear data visualization systems involving big and confidential data.
- Heavily recruited 100+ participants, including obtaining consent, in a professional, organized and personable manner
- Completed high-quality transcriptions of time-intensive interview audio recordings in a quick manner.