

KERRY SIM

EXPERIENCE

Indeed

Jan 2022 - Present

UX Researcher

- Collaborate with cross-functional teams to understand & define UX research needs, goals, and objectives
- Plan & budget resources and timeline for UX research projects
- Conduct quantitative & qualitative UX research studies using various methodologies
- Collect & analyze research data to draw insights, patterns, and findings
- Transform research findings & data into actionable insights to inform product decisions

SolarWinds

Feb 2021 - Jan 2022

UX Researcher

- Planned and conducted quantitative and qualitative UX research strategies to inform product decisions to align with end user's needs and goals
- Performed usability testing for design validation and evaluation
- Conducted exploratory research to discover user's goals, needs, and motivations
- Collected & synthesized research data into actionable insights with various stakeholders
- Shaped product and research roadmap with UX strategic thinking and planning alongside product and other team members

Facebook

Nov 2019 - Dec 2020

Information Architect

- Developed & maintained the content schema & global taxonomy through defining & tagging metadata within the enterprise platform for employee learning & career development
- Assisted with developing user personas, journey mapping & mental models to identify gaps & translate them into research questions & testing plans
- Led & conducted usability testing, user acceptance testing & UX research to improve the overall employee adoption & engagement rate
- Analyzed usability testing & research data to present key findings & practical recommendations for rapid design iterations

Indeed

Jun 2018 - Nov 2019

Taxonomy Analyst

- Developed user-centered & research based occupational taxonomy within Pool Party following the Simple Knowledge Organization System (SKOS) standards and metadata schema with controlled vocabularies to improve Indeed search results
- Conducted a range of research and data analysis to inform the taxonomy development process
- Performed SQL queries to efficiently gather, extract, and analyze Indeed data to make informed decisions for taxonomy development
- Coordinated and developed training for new hires within the taxonomy team



CONTACT

 kerrysim0727@gmail.com

 [linkedin.com/in/kerrysim0727/](https://www.linkedin.com/in/kerrysim0727/)

EDUCATION

2016-2018

University of Texas at Austin
Master of Science
Information Studies

2009-2013

University of Texas at Austin
Bachelor of Science
Applied Learning & Development

TOOLS/SOFTWARE

- Figma
- Miro
- Canva
- Adobe XD
- LucidChart
- Optimal Workshop
- UserTesting
- Respondent
- Fable
- Qualtrics
- Microsoft Office
- Microsoft SharePoint
- Dovetail
- Reduct
- JIRA
- Trello
- Confluence
- Mailchimp
- Pool Party
- SquareSpace