

Keri Belcher

UX Researcher & Designer

I enjoy creating structure out of chaos through user experience research and design.

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

🌐 www.keribelcher.com

Skills

Research

User Interviews | Card Sorting |
Usability Testing | Personas |
Comparative & Competitive
Analysis | User Flows | A/B
Testing

Design

Sketching | Wireframing |
Prototyping | Information
Architecture | User Interface
Design | Visual Design | Design
Systems | Storyboards | Content
Strategy | UX writing

Tools

Figma | Sketch | Invision | Adobe
xD | Adobe Illustrator | Miro |
Slack | Wordpress | Beaver
Builder | Petrel

Additional Skills

Collaboration | Client Relations |
Spanish | Python

Education

User Experience Design Immersive

General Assembly

M.S. Geology

University of Texas at Austin

Graduate Gemologist

Gemological Institute of America

B.S. Geology

University of Texas at Austin

Fun Facts

- I bake fancy bread and pastries in my spare time
- I dance Argentine Tango
- I've held a 350 carat diamond in my hand (larger than a golf ball)

Experience

UX Researcher

Healthinity | Remote | 2021

Researched & designed mobile prototype for increased engagement & intuitive display of health recommendations for users of health startup

- Conducted business analysis, C&C analysis, and user research to gain clear understanding of the client product, their industry, their competitive landscape, and their users' pain points
- Defined the challenge and research hypothesis that would guide design and testing of mobile app based on formulation of data-driven personas created through integration of quantitative and qualitative insights from user interviews, client-provided documentation, and industry research

UX Design Fellow

General Assembly | Remote | 2020

Designed a Starbucks mobile ordering experience to relieve frustration from long lines & reassure users it was safe to order during covid (concept)

- Developed a solution to accommodate business problem of infrequent customers dissuaded by long wait times and regular customers needing to be reassured it was safe to order during covid
- Designed mobile friendly covid infographic that was informative yet scannable

Optimized information architecture and user interface of a small toy store's ecommerce website, improving navigation and visual design (concept)

- Coordinated usability tests to determine users' pain points on website & test design solutions
- Conducted card sort to understand how users categorize toys to determine how to design the site's information architecture
- Designed website interface in Sketch incorporating user interview insights of how users search for and narrow down toy selection as well as how ecommerce powerhouses design intuitive navigation & UI

Petroleum Geologist

Apache | Houston | 2019

- Collaborated with engineers and specialists to generate 3D model of reservoirs using integrated geologic & oil and gas data for the purpose of conducting simulations to determine best next steps for oil extraction and thereby mitigating business risk

Graduate Researcher

University of Texas | Austin | 2019

- Synthesized geologic theory with geologic data collected in Wyoming to tell a comprehensive story of how those rocks were formed millions of years ago

Diamond Grader Gemological Institute of America | NYC | 2016

- Proved my determined diamond quality assessment through detection and identification of millimeter scale imperfections of the diamond, which were then digitally drawn on a diagram in the precise location and to-scale