Brighton Kay

UX Researcher
London, UK

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EDUCATION

M.A. in Digital Media Theory, with distinction
Goldsmiths College
University of London
London, UK
09.2019–10.2020

UX Design Immersive
General Assembly
Seattle, WA, USA
08.2015–03.2016

B.A. in Psychology
Evergreen State College
Olympia, WA, USA
09.2009–06.2013

SKILLS

Qualitative interviews
Usability testing
User needs frameworks
Competitive analyses
Heuristic evaluations
Quantitative surveys
Remote studies
Literature reviews
Card sorts
R.I.T.E.
Feature audits
User journey mapping
Market insights
Cultural trends
Presentations
Video highlight reels

TOOLS

Excel
Validately
UserTesting
UserZoom
Optimal Workshop
Zotero
Qualtrics
SPSS
Sketch
Figma

EXPERIENCE

Goldsmiths College | M.A. Digital Media Theory 09.2019–10.2020 | London, UK
Masters level coursework encompassed a range of historical, modern, and contemporary perspectives on digital media, culture, big data, AI, and other relevant topics. Culminated with designing, proposing, and conducting a qualitative, grounded theory research project and subsequent dissertation surrounding online ex-religious communities and patterns in the content of social media posts in order to discover their role in the process of exiting a high-cost religion. Supervised by Dr. Matthew Fuller. In consideration for publication.

Google (contract) | UX Researcher 09.2017–09.2019 | Seattle, WA
Worked with stakeholders and research leads to define, plan, and execute both qualitative and quantitative research studies. Conducted over 65 studies as an internal UX research consultant across six Communication Apps product teams. Studies included many different methodologies conducted during various phases of the design process: interviews, literature reviews, contextual inquiries, usability tests, card sorts, surveys, diary studies, fieldwork, and others. Participated in national and international research trips. Onboarded and mentored new research assistants.

Microsoft (contract) | UX Designer, 03.2017–08.2017 | Seattle, WA
Part of in-house design agency, Alchemy Studio, providing services to Microsoft Cloud & Enterprise group. Led the design of marketing pages for Azure mobile app, and OpenDev conference. Implemented strategies to optimize Azure emails. Evaluated a/b testing data to guide design decisions. Implemented LeanUX processes to suit the Agile development environment.

Autel Robotics (freelance) | UX Designer, 08.2016–11.2016 | Seattle, USA
Researched, designed, and tested a new community space on the Autel website to feature user-generated photos and videos created with Autel's aerial photography drones. Recommended updates to the site's information architecture to create a smoother user journey through the site. Presented findings and design to key stakeholders. Proposal and changes were accepted and implemented.

Aspiring Youth (freelance) | Web Designer, 12.2015–05.2016 | Seattle, USA
Completed research, design, and development of new website features. Carried out an SEO site audit which increased site traffic by 107% YOY. Implemented site security measures and made additional design and branding recommendations.

Food Lifeline | Database Manager, 08.2012–04.2016 | Seattle, USA
Oversaw daily operations of hunger-relief programs and physical inventory of all donated food product. Managed and reconciled Microsoft Navision Ceres database. Created custom queries and reports. Trained and supervised department staff. Implemented process improvements to increase efficiency and decrease waste.