



# Emley Kerry

UX researcher who is driven by the desire to solve human-centered problems. Has wide-ranging experience managing multi-market, international qualitative projects requiring creativity, critical thinking, and diverse methodologies. Collaborated with product management and client teams to produce an informed brand strategy and design suggestions. Passionate about user-informed design and am seeking to innovate new UX solutions.

## Contact

### Phone

(504) 858-1567

### Email

emleykerry@gmail.com

## Education

### M.A. Cultural Anthropology

2011-2013

Louisiana State University  
*Summa Cum Laude and University Medalist*

### B.A. International Studies

2007-2009

Louisiana State University  
*Summa Cum Laude and University Medalist*

## Expertise

- End-to-end UX research
- Defining, planning, and conducting research
- Ethnographic methods
- Qualitative data analysis
- Cultural anthropology
- Training and development
- Quantitative methods
- User advocacy and empathy

## Languages

- English
- Spanish
- Intermediate Portuguese

## Experience

### Senior UX Researcher

Frost & Sullivan; Malaysia/USA

2015-2017

Established Frost & Sullivan's first UX Research Practice Area within the Customer Research team, specializing in ethnographic methods and cultural analysis. Achieved \$1,000,000 in sales in first year as a result of research within new practice area. Developed, planned, managed, and executed multi-country projects; trained staff, and conducted UX studies and field studies in multiple markets. Grew organizational buy-in for UX projects and developed culture of user empathy and user-centered design.

### Research Manager/Fitness Instructor

Gymley's Playground KreweFit, Tulane Reily Center, Zone Fit NOLA, City Surf

2017 - Present

Applied UX Research background to discover how a boutique fitness experience could differentiate in the market. Conducted user interviews, contextual inquiry, and surveys to understand user needs and build business model. In the post-Covid fitness landscape, created standardized outdoor and home workouts as a scalable and efficient training system without sacrificing the customized engagement each customer experiences at the gym.

### Spanish Instructor

Tulane University, Casa de España, Private classes; New Orleans, Louisiana

2017 - Present

Identified New Orleans as an emerging Spanish-speaking market in the tourism industry, created and taught specialized Spanish courses for managers and employees in Food and Beverage and Hospitality industries to ensure workplace equity for Spanish speakers. Also offered personalized Spanish courses for individuals and groups at all levels. Taught 4 levels of interactive Spanish courses at Tulane University.

### Editor

Department of Experimental Psychology, Oxford University, England

2013-2016

Edited academic journal articles for style, clarity, and grammar throughout all stages of the academic peer-review process. Wrote abstracts and executive summaries.

### UX Researcher

Clúster de Turismo - Bogotá Chamber of Commerce and Colombian Hostels Association; Bogotá, Colombia

2011-2013

Drawing from M.A. specialization in the Anthropology of tourism, collaborated with the Bogotá Board of Tourism in collaboration with the Colombian Hostel Association to develop successful tourism plans for hostels in the Bogotá hostel zone. Through mixed qualitative and quantitative methods, identified traveler pain points and developed brand messages, marketing, and hostel features to address backpacker tourist needs and desires. Increased average daily room rate, revenue per available room, and average occupancy rate in La Candelaria neighborhood over two-year period, and backpackers reported a greater sense of security, safety, and overall satisfaction when visiting the capitol city.

## Trainings and Certifications

### Journey Mapping to Understand Customer Needs

Nielson Norman Group, UX Experience

### User Interviews

Nielson Norman Group, UX Experience

### Google UX Design Professional Certificate

(UX Research Chapters)