

Noah Keppers

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As a UX Researcher, I use my combination of mixed methods experience, facilitation skills, and technical training to help teams make informed product decisions.

WORK EXPERIENCE

User Experience Researcher • May 2022 - Present

G2O, Columbus, OH

Collaborating with nascent UX teams at various organizations to establish UX Research as a discipline and model best practices by designing and executing impactful methodology. Projects include...

- Integrated data from 9 stakeholder conversations and 15 generative user interviews to develop a health insurance client's first-ever user journey and prioritize 4 journey-informed opportunity areas
- Synthesized over 40 ideas from co-creation with stakeholders and users to yield 7 health insurance product concepts, which were then prioritized through concept testing and card sorting with users
- Triaged and resolved 10+ interface issues in an accounting software package just weeks before release through rapid qualitative usability testing and close collaboration with implementation teams
- Conducted quantitative usability testing and heuristic evaluation across 7 total flows in a banking client's phone system, leading to 10 actionable recommendations for smoother, less frustrating user experiences

Design Thinking Facilitator • May 2021 - August 2021

Duo Security (part of Cisco), Remote

- Launched quarterly workshop series to expose UX team members to new methods and frameworks, including nature-centered design and Emergent Strategy
- Moderated employee experience interviews across 3 teams to improve design thinking instructional resources

User Researcher • January 2021 - May 2021

Cigna/IIT Institute of Design, Remote

- Doubled sign-up rate for health coaching pilot program by proposing recruitment strategies based on findings from community health literature review and concept testing with users

Design Research Fellow • June 2020 - August 2020

City of Chicago/IIT Institute of Design, Remote

- Identified 8 research questions for Chicago's new Affinity Group program based on SME interviews
- Scoped and pitched longitudinal, participatory pilot program to evaluate the new program's success

EDUCATION

Master of Design, Design Research & Strategy • December 2021

Illinois Institute of Technology, Chicago, IL (GPA: 4.0 / 4.0)

Bachelor of Science, Computer Science (with Psychology emphasis) • December 2018

Michigan State University, East Lansing, MI (GPA: 4.0 / 4.0)

SKILLS

Methods: In-Depth Interviewing, Co-Creation/Participatory Design, Focus Groups, Concept Testing, Usability Testing, Card Sorting, Survey Design, Heuristic Evaluation, Affinity Mapping, Journey Mapping

Tools: Mural/Miro, Figma, InDesign, Illustrator, Photoshop, dscout, UserTesting, User Interviews, Qualtrics, Excel