

Kendall Youngstrom

UX research & design
Human enthusiast

ABOUT

Portfolio

kendallyoungstrom.com

Contact

kmyoungst@gmail.com
952-261-5904

SKILLS

Management

Leadership
Performance
management
Business Ops

Technical/Design

Photoshop, Excel,
MATLAB, UserTesting

Research

A/B testing
Affinity diagramming
Card Sorting
Competitive analysis
Diary
Ethnography
Interviews
Longitudinal
Low/High fidelity
prototyping
Moderating
Persona and scenario
creation
Remote
Storyboarding
Survey
Unmoderated
User flow

TALKS

"How to Organize and Present User Research" at UXNight, Cascade SF (Winter '15)

"Careers in Human Centered Design" at Design Lab, UC San Diego (Spring '16)

"Remote UX Research" at San Jose State University (Fall '16)

EDUCATION

University of California, San Diego

B.S. Cognitive Science | Emphasis in Human Computer Interaction | Honors

EXPERIENCE

Research Manager at UserTesting

Mountain View, CA | Nov 2015 - Present

- Lead an Enterprise UX Research team made up of Junior to Senior researchers
- Create and implement processes that improve quality, efficiency, and day to day functions of the business to help the company generate profit
- Conduct internal UX research on new UserTesting product releases while sharing insights with product and engineering teams

UX Researcher at UserTesting

Mountain View, CA | Feb 2015 - Nov 2015

- Designed 80+ user research studies that addressed research objectives and business goals from Small Businesses to Fortune 500 companies
- Conducted all aspects of the research process including: research design, collecting qualitative/quantitative data, generating reports, providing data driven recommendations and communicating them to a variety of stakeholders

User Experience Researcher at Neoway

Florianopolis, Brazil | Dec 2014 - Feb 2015

- First UX researcher for Brazil's largest data and analytic company
- Conducted user interviews to improve existing advanced search tool for companies looking to enter the Brazilian Market

Research Engineer Intern at Johnson Space Center, NASA

Houston, TX | June 2014 - Sept 2014

- Managed automation using Brain Computer Interface Technology
- Assessed prototype/testbed BCI systems that determine the mental workload being exerted by an individual for future Exploration systems
- Developed systems and algorithms that use brainwave frequencies to control computer enabled devices

Researcher at Machine Perception Lab

La Jolla, CA | June 2013- June 2014

- In the field researcher that observed and analyzed interactions between 1-2 year olds and MPL's robot, RUBI, at UCSD's Early Childhood Education Center

PUBLICATIONS

Marghetis, T., & Youngstrom, K. (2014). Pierced by the number line: Integers are associated with back-to-front sagittal space. Proceedings of the 36th Annual Conference of the Cognitive Science Society. Austin, TX: Cognitive Science Society.

M. Malmir, D. Forster, K. Youngstrom, L. Morrison, J. Movellan. Home Alone: Social Robots for Digital Ethnography of Toddler Behavior. In *ICCV Conference on International Computer Vision*, 2013.