

# AZABE KASSA

USER EXPERIENCE RESEARCHER

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www.akassaresearch.com

ATLANTA, GA

## PROFILE

User Experience Researcher with a passion to utilize ethnography to create narratives for user experiences. Demonstrated knack for identifying patterns, advocating for underrepresented groups, reporting findings and proposing actionable solutions. Higher education in Anthropology and Ethnic Studies created a foundation for empathy and compassion throughout each project.

## UX WORK

### **Diversity - UX RESEARCH CONSULTANT**

Boulder, CO • 03/2018 - 04/2019

- Collaborated with stakeholder and maintained regular contact to effectively address business and user pain points
- Developed competitive business analysis of 6 D&I companies to uncover ways to leverage services for profit
- Conducted 8 usability tests and interviews with existing and non-adoptive users in order to improve low conversion rates

### **GIIDE Learning - UX RESEARCH INTERN**

Boulder, CO • 09/2018 - 01/2019

- Developed user research plan for user interviews, usability tests and product survey for beta version of app
- Created competitive business analysis, mockups, psychographic and customer storyboard that aided in SXSW Pitch 2019

### **FLOCK - UX RESEARCHER & DESIGNER**

Boulder, CO • 10/2017 - 11/2017

- Conducted user research, interviews and usability tests to understand pain points of gender-diverse software developers searching for jobs
- Recommendations and solutions assisted in acquisition of FLOCK by Turing School of Software & Design 3 months after project ended

## SKILLS

- Sketch
- Balsamiq
- Evaluative & Generative Research
- Market Research
- Ethnography
- Interviewing
- Usability Testing
- Prototyping & Wireframing
- Product Management
- Social Design
- Survey Design
- Qualitative Analysis

## EDUCATION

### **General Assembly**

Denver • 11/2017

**Certificate:** UX Design Immersive

### **University of Colorado**

Boulder, CO • 12/2015

**Bachelor of Arts:** Anthropology, Ethnic Studies