

# Brian J Kinsley

## Mid-Senior Qualitative UX Researcher

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### Heuristic Usability Audits - Moderated User Testing - Session Replay Analysis

#### Summary

Qualitative UX researcher with 4+ years running end-to-end studies for web/mobile shopping and consumer platforms. Strongest in participant recruiting/screeners, scheduling, consent, and communications; facilitate moderated interviews/testing and turn behavior + feedback into decision-ready insights.

Partner closely with Product, Design, Engineering, and Analytics; focus on onboarding, activation, labeling/navigation, and product discovery in fast, parallel workstreams.

#### Skills

- Qualitative UX Research
- Moderated Usability Tests
- User Interviews
- Diary Studies/Workshops
- Research Operations
- Recruiting & Scheduling
- Labeling & Navigation
- Session Replay Analysis
- Stakeholder Storytelling

#### Experience

##### Usability Analyst

Jan 2021 – Mar 2025

Verint-ForeSee

Remote

*Led end-to-end research across shopping/consumer platforms; delivered decision-ready insights for onboarding, activation, discovery and navigation.*

- Scoped questions; ran moderated tests and interviews; synthesized quickly into actionable readouts.
- Built screeners; handled recruiting, consent, scheduling & incentives; improved show-ups and session quality.
- Used session replay to pinpoint friction; validated fixes with usability tests to improve task success.
- Tracked outreach/consent and study logistics to keep multi-stream projects organized.

##### Webinar Administrator

Mar 202 – Jan 2021

BDB Marketing Design

Ann Arbor, MI

*Owned UX + technical ops for live online events, pages, registration, in-session logistics, post-event workflows.*

- Launched branded CMS pages with clear value props and low-friction registration; optimized reminders to reduce drop-offs.
- Monitored live sessions and resolved attendee issues; coordinated speakers and handoffs for smooth run-of-show.
- Standardized post-event communications and certificate delivery; checklists reduced misses and sped follow-ups.
- Tracked attendee questions and pain points; fed back UX opportunities to content owners for iteration.

##### UX & Marketing (Contract)

Jun 2019 – Aug 2019

Ann Arbor SPARK

Ann Arbor, MI

*Supported two startups with user-centered research and lightweight automation; linked interviews, webinar, and content updates to real user feedback.*

- Built 21 chatbot workflows (Drift) tied to user intents; routed leads and captured questions to inform messaging and nav labels.
- Ran generative interviews & quick tests; turned themes into content updates with concise evidence packs for teams.
- Connected webinar feedback to product decisions; built a light template to collect, tag & share insights.
- Partnered with marketing to align nurture emails and chatbot prompts; improved clarity from first touch to follow-up.

#### Education

**BBA, Marketing**, University of Michigan- Flint | Flint, MI

**Certificate, Web Development & Graphic Design**, Washtenaw Community College | Ann Arbor, MI

#### Technical Proficiency

**Used regularly:** CMS; Salesforce; Google Workspace; Microsoft Office; Zoom; Slack; HTML/CSS (basic).

**Ready to ramp (prior exposure):** UserZOOMGo; UserInterviews; Dovetail; Airtable; dscout; Lookback; Miro; Figma.