# Keren Toledano

PRODUCT RESEARCH
UX STRATEGY and DESIGN

## CONTACT

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🌐 kerenveisblatttoledano.com

## EDUCATION

| George Washington University | B.A. Social Sciences + American Studies May 2009 |
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| Columbia University | M.A. Arts Administration Digital Focus May 2011 |

## RESEARCH

### Primary & Secondary

Tools: Dovetail, dScout, Airtable, Optimal Workshop, Hotjar, Google Suite, Delighted, Recollective, UzerZoom, UserTesting.com, good ol' paper

Methods: Field studies, Co-design, Focus groups, in-depth interviews, Survey design (intercept and email), Contextual inquiries, Diary studies, Moderated & Unmoderated, Card sorts and Tree tests, Brainstorming sessions, Object-oriented UX, Lit reviews, pairing Quant/Qual!

## MEASUREMENT

### Evaluation & Analysis

Tools: Mode, Looker, Amplitude, Figjam, Miro, Notion, Google Sheets & Tables

Methods: Concept testing, Usability tests, Design validation, Affinity mapping, Heuristic evaluation, Content audits and inventories, Task analysis, Competitive & comparative analysis, A/B testing, Semantic differentials

# README.TXT

With 10+ years of experience, I'm a design researcher driven by 'what if' scenarios! I thrive in ambiguity. I can facilite generative, evaluative, and iterative research at all phases of a product's lifecycle (even pre-product). I'm fascinated by the ways humans interact with digital environments and combine mixed-methods to find actionable opportunities. I know that a successful product cannot be built by a team of one and thrive on cross-functional collaboration. Listening creates tangible value and long-term impact. I've conducted research in eight languages and 11 countries!

I've loved computers since MS DOS and Prodigy.

**Select Work:** Etsy, Shopify, Comcast, Netflix, AT&T, Merck, The Olympics, Johnson & Johnson, Columbia University

## ⌚ EXPERIENCE

### ☐ User Research and Strategy Consultant
### Freelance (Berya LLC)

Using qualitative research, I identify unmet needs, motivations, opportunities, and challenges throughout all aspects of a user's journey. I've supported four clients and six agencies. Let's figure it out!

*2023-PRESENT*

### ☐ Staff Product Researcher
### Etsy, International Experience

Worked horizontally with product and marketing squads focused on non-US buyers and sellers across multiple groups including Buyer Experience, Seller Experience, Search & Ads, and Marketing Technology. I focused on India, Germany, and France.

*2022-2023*

### ☐ Staff Product Researcher
### Shopify, Messaging and Inbox

Led qualitative research for Inbox, Shopify's fastest growing 1st party app (100K+ MAUs, 1 mil+ convos per month), increased conversion rate, decreased response time. Researched social and liveselling behaviors across North America, Europe, and within Indian markets. Paired with cross-functional (Data, Eng, Product, Design) senior leadership to plan roadmap and uncover trends and opportunities. Work spanned ML/NLP and UX.

*2021-2022*

### ☐ Senior Product Researcher
### Shopify, Point-of-Sale

Paired with product leaders to identify critical questions and user friction; conducted strategic research to address said challenges; and utilized insights to drive product direction for over 200K+ customers. Re-designed search architecture, decreased time-tocheckout. Improved couponing and invoicing.

*2020-2021*

### ☐ Senior Design Lead
### Think Company, UX Research & Strategy

Led multiple projects. Shaped design and strategy for products with cross-functional team members (Product, Design, Eng). Projects spanned discovery through deployment. Led end-to-end experience on all aspects of user research (problem framing, study design, recruiting, moderation, analysis, prototyping, reporting). Mentored junior UXers. Led dual-track sprints.

*2018-2020*

### ☐ Senior Strategist
### Brooklyn Digital Foundry, User Experience

Conducted research and analyzed data to guide UX for clients. Defined and deepened client team understanding of user needs via moderated and unmoderated testing, surveys, journeys, and personas. Managed four UX designers and researchers.

*2014-2018*