

KRIS BADER

Senior UX Researcher

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SUMMARY

Senior UX Researcher with 14 years of experience uncovering consumer needs, motivations, and decision-making behaviors to guide product strategy. Brings the user's perspective into product decisions, translating generative and evaluative research into insights that shape useful, intuitive experiences. Uses a broad range of methods, including usability testing, in-depth interviews, surveys, unmoderated studies, and contextual field research

EXPERIENCE

Senior UX Researcher

Experian

10/2021 - 10/2026 Remote

- Led 75 moderated user and product research studies with 305 unique research participants across the Experian Marketplace and Customer Service verticals, uncovering unmet customer needs and guiding product strategy.
- Led 142 unmoderated and AI-moderated studies to efficiently gather user feedback for projects with short timelines or low fidelity design work.
- Partnered with Product Managers and Designers to identify research opportunities aligned with product goals, prioritize studies, frame ambiguous problems, and guide product decisions.
- Connected user research with competitive intelligence and emerging trends to anticipate changing expectations and inform strategic decision-making.
- Used generative AI to support research synthesis, accelerate insight delivery, and automate workflows. Maintained an AI-integrated research repository with a conversational Slack interface to improve access to customer insights.
- Amplified users' voices through creative storytelling and synthesized insights, ensuring user feedback is prioritized at every stage of the product development lifecycle.
- Collaborated with research teammates to improve research processes, shared practices, and adoption of research tools.

UX Researcher

Hyland Software

11/2018 - 10/2021 Westlake, OH

- Conducted 9 on-site observational research and contextual inquiry studies across healthcare, higher education, financial services, and government organizations to understand how customers incorporated a B2B SaaS product into daily workflows.
- Investigated established routines, varied product usage, and manual workarounds to identify recurring pain points and opportunities relevant across customer environments.
- Synthesized findings from client visits into research presentations, communicating user behaviors and product improvement opportunities to stakeholders.

Research & Insights Specialist

Adcom

09/2012 - 11/2018 Cleveland, OH

- Conducted consumer interviews and audience research exploring purchasing motivations, decision-making, and brand perceptions.
- Improved client marketing effectiveness by identifying consumer needs through audience segmentation analysis.
- Translated research findings into recommendations to improve audience understanding and identify opportunities for differentiation.

METHODOLOGIES

Moderated usability testing, AI-moderated research, Competitive usability testing, AI eye tracking, First-click tests, Five-second tests, Navigation tests, Preference tests, Design surveys, Card sorts, Tree tests, Journey mapping, AI-assisted evidence organization

KEY ACHIEVEMENTS

Uncovered why nearly 70% of users abandoned a credit card feature

Tested an onboarding funnel after over 17,000 users dropped out early on. Incorrect card data and no way to fix it drove exits. Engineering corrected the data, drop off improved, and design added card editing functionality.

Prevented a new product launch before further investment

Tested 0-to-1 prototypes with prospective car buyers, who saw little value over existing sites. Leadership cancelled the project after my readout, likely saving months of development time and resources.

Exposed friction in a long-requested insurance feature

Research uncovered lengthy connection waits and less imported data than users' expected. The issues prompted third-party fixes and work to carry imported data throughout the experience.

Iterated on a previously ignored loan data collector

Combined 4 research methods to replace an overlooked data collector. The new design was a personal loan profile that proved twice as effective in an A/B test, reached full rollout, and has been completed by more than 78,000 users.

EDUCATION

Master of Science, Marketing

University of Cincinnati

2012

Bachelor of Art, Art & Design

Ohio University

2011

CERTIFICATIONS

UX Certificate

General Assembly, 2018

TOOLS

Condens, Lyssna, Figma, FigJam, Outset.ai, Great Question, User Interviews, Attention Insight, ChatGPT, Claude, Zoom, Loom, Camtasia, TheyDo, UserTesting, Competitive intelligence, Strategic foresight, Conceptual frameworks, Customer Mental Models