

THERESE KENNELLY OKRAKU

theresekennelly@gmail.com | 219.616.9042 | Kirkland, WA | www.theresekennellyokraku.com

UX researcher with 8+ years of research experience. Designed studies, analyzed data, & implemented findings from 45+ research projects. Expertise in combining qualitative & quantitative UX insights to influence product strategy in AI & cloud adoption.

PROJECTS & EXPERIENCES

Design Researcher II

Microsoft (Redmond, WA) - July 2017 to Present

- Led strategic, foundational, iterative, & evaluative B2B research for an agile engineering team (~40 people with a \$10M budget).
- Conducted 150+ user interviews in 8 months to create a product strategy for increasing enterprise AI & cloud adoption.
- Increased website user visits by 991% & active monthly users by 857% in 8 months by conducting 22 research studies.
- Designed & implemented 3 cultural initiatives to increase team collaboration, trust, customer focus, diversity, & inclusion.

Project Manager & User Experience (UX) Researcher (Human Centered Design: Perspective Simulations)

University of Florida (Gainesville, FL) - November 2016 to May 2017

- Managed a team of 3 engineers developing a VR product to increase accessibility & cultivate empathy for users with disabilities.
- Led exploratory & evaluative user research throughout planning & development lifecycle to design a more useful VR product.

Research Assistant (Network Science & Ethnography)

University of Florida Clinical & Translational Science Institute (Gainesville, FL) - August 2015 to June 2017

- Collaborated with interdisciplinary team to design, ideate, plan, & complete 6 research studies on improving team effectiveness.
- Designed an experiment to identify emerging fields & create teams using network, ethnographic, survey, & usability user data.

Research Assistant (Survey Data Analysis)

University of Florida Bureau of Economic & Business Research (Gainesville, FL) - May 2015 to August 2015

- Managed quantitative evaluative survey data from 12 studies with 9,000+ respondents & 61,000+ records using SAS.
- Analyzed data in SPSS & SAS to generate weekly client reports in Excel for the Florida Adult & Youth Tobacco Survey.

Research Assistant (Data Management)

University of Florida Department of Anthropology (Gainesville, FL) - August 2014 to April 2015

- Designed & tested a social network analysis survey in Google Forms to visualize architecture & design collaboration networks.
- Assisted professor with writing academic publications, analyzing data, & managing research insights & course materials.

Research & Policy Intern

United African Organization (Chicago, IL) - August 2012 to December 2012

- Facilitated access to social services & provided personalized legal, language, & career assistance to immigrants & refugees.
- Wrote & edited grants that raised \$30,000+ in funds for community trainings & piloted African cabdrivers' health survey.

Qualitative Researcher (User Mobility & Transportation Networks in Emerging Markets)

Indiana University (Bloomington, IN) & *University of Ghana* (Accra, Ghana) - August 2010 to May 2012

- Planned a 2-year international research project that examined users' experiences with transportation networks in West Africa.
- Collected interview, survey, archival, behavioral, & observational data through a 5-month multi-sited ethnographic field study.

Music Director

WIUX Radio Station (Bloomington, IN) - August 2010 to May 2012

- Curated music for user-centered radio programming by collaborating with 10+ directors & getting feedback from 100+ music committee members to improve the station's sound & operational processes & create biannual evaluation metrics.
- Coordinated guests & music for a weekly radio show on African current events & music.

EDUCATION

Doctor of Philosophy (PhD) in Anthropology & Clinical Translational Science, University of Florida, August 2017

Master of Arts (MA) in Anthropology with certificate in Sustainable Development Practice, University of Florida, May 2015

Bachelor of Arts (BA) in African Studies & History with Distinction, Indiana University, May 2012