

Kevin A. Rosenfield, Ph.D.

Quantitative User Experience Researcher



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Jersey City, NJ

Executive summary

As a Quantitative User Experience Researcher, I leverage user-centric methodologies, statistical analysis, and data visualization to deliver high-quality research insights. Along with extensive experience producing impactful reports using tools like R and Python, I possess strong skills in managing complex projects and collaborating with stakeholders to produce deliverables with far-reaching impacts, while ensuring that my work is accessible to technical and non-technical audiences.

Experience

Quantitative UX Researcher | **Indeed Inc.** | *May 2022 - Mar 2023*

Employed a variety of quantitative research methodologies to analyze user experiences across diverse product lines and user groups.

Key responsibilities and accomplishments:

- Initiated and led a research program of in-depth behavioral data analysis using clickstream analytics; collaborated with software developers, BI analysts, and 3 product teams to integrate the resulting insights into their existing workflows.
- Conducted quantitative research using large datasets of 1-2 million rows to complement and validate qualitative insights, resulting in a more comprehensive understanding of user needs and behaviors.
- Taught quantitative methodologies to stakeholders from across the organization, and was recognized as the 9th most frequent responder to questions on Indeed's main Slack channel for data-related troubleshooting.

PhD Candidate | **Penn State University** | *Aug 2016 - May 2022*

Investigated the biology of human mating strategies using laboratory, experimental, and survey methodologies.

Key responsibilities and accomplishments:

- Led multidisciplinary study planning teams of senior researchers, research assistants, and fellow grad students.
- Analyzed and presented data using regression, mixed-effects models, and advanced visualizations in R and Python.
- Published 10 co-authored and 3 first authored research articles which collectively received over 190 citations.

Hard Skills

R and Rstudio

(dplyr, stats, ggplot, RMarkdown)



Python

(numPy, pandas, seaborn, re, OOP)



Tableau

(dashboarding, dynamic plots)



SQL

(joins, filtering, data analysis)



MS Excel / Google Sheets

(pivot tables, macros, adv. formulas)



Experimental design

(a/b testing, controls, sampling)



Statistics

(descriptives, regression, mixed-effects)



Soft Skills

Leadership

Grad Student Association President

Communication

Gave talks at 5 scientific conferences

Instructor for 8 anthropology courses

Teamwork

Collaborator on 4 multidisciplinary projects

Experience (continued)

Data Analysis Consultant | [Burberry](#) | *Aug 2021 - May 2022*

Provide custom data tools and analyses for a luxury clothing and apparel brand's flagship NYC location.

Key responsibilities and accomplishments:

- Generated sales reports and visualizations using R and Tableau for presentation at monthly meetings.
 - Created employee shift and sales-tracking templates using macros in MS Excel for HR stakeholders.
 - Coded Rshiny and Python Flask apps to log and track details of sales leads and customer appointments.
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Data Analyst | [All Inbox, LLC](#) | *Sep 2015 - June 2016*

Provided real-time quantitative insights and alerts based on millions of email marketing data points per day.

Key responsibilities and accomplishments:

- Ran A/B tests to compare competing marketing language, graphics, and layouts.
 - Automated repetitive tasks using R and Excel, saving colleagues over 12 hours per week.
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Master's Student and Research Scientist | [University of Roehampton, London](#) | *Aug 2014 - Aug 2015*

Investigated non-human primate visual perception and mating using a novel field experimentation methodology.

Key responsibilities and accomplishments:

- Designed and obtained ethics approval and funding for a study of visual perception and mating preferences.
- Generated study data by conducting field experiment with 106 free-ranging rhesus macaques.
- Analyzed study data using multiple linear regression in R.
- Findings were published by the Royal Society of London, downloaded by 4,680 readers, and cited by 9.

Education

Ph.D., Biological Anthropology, Penn State University	<i>2022</i>
Data Analytics Professional Certificate, Google	<i>2022</i>
M.S., Primate Behavior, University of Roehampton	<i>2015</i>
B.S., Evolutionary Anthropology, Rutgers University	<i>2011</i>