

# KORY FEATH

[koryfeath@gmail.com](mailto:koryfeath@gmail.com) | Portfolio: [koryfeath.com](http://koryfeath.com) | [linkedin.com/in/kory-feath](https://www.linkedin.com/in/kory-feath) | Santa Barbara, CA

## SUMMARY

Mixed Methods UX Researcher with 2 years of experience leading impactful product research across the technology industry. Excels at uncovering user stories, triangulating with behavioral data, and sharing findings that drive product strategy.

## EXPERIENCE

**UX Researcher, Brave Software – Internship, Remote, CA** 06/2022 – 10/2022  
*A startup privacy browser with features such as offline playlists, independent search, and AI assistant integration.*

- Designed and executed the company’s first generative research study mixing in-depth interviews with usability testing resulting in the creation of user-centered features and content strategy.
- Led cross-functional collaboration with designer, product management, and engineering to align research plans with feature goals.
- Built user empathy by driving research share-out sessions resulting in a user-centered content strategy.

**User Experience Researcher, Google Stadia – Contract via Artech, Remote, CA** 05/2021 – 07/2021  
*Conducted research on an unexplored user group to identify unmet needs and pain points to inform new product.*

- Advanced stalled product in roadmap by collaborating with product managers, designers, researchers, and engineers to inform the research plan for desk research on a new user group.
- Identified common elements in unmet user needs across siloed cloud products and built alignment with key stakeholders resulting in cross-collaboration between products.

**Associate User Researcher, Red Storm – Contract via Greene Resources, Cary, NC** 08/2019 – 12/2019  
*A gaming studio where the UX Research lab conducts research on all of Ubisoft’s VR and PC titles.*

- Increased usability in 3 VR and PC games by designing usability tasks for play-tests and analyzing pain-points from user behavior resulting in informed design decisions.
- Led a concept test survey and analyzed data using ANOVA to determine optimal UI icons.
- Moderated in-lab usability tests, surveys, and focus groups.

**Consumer Insights Researcher, NetEase Games, San Francisco, CA** 01/2019 – 04/2019  
*An international gaming studio that conducts user research on titles across subsidiary studios.*

- Led an international survey that uncovered user preferences resulting in buy-in for a field visit study.
- Drove understanding of user needs and built on survey findings by leading an ethnographic field research study including bringing key stakeholders for study sessions.
- Moderated in-lab usability tests and focus groups that informed design decisions for mobile product.

**UX Research Assistant, Meta Reality Labs – Contract via Filter, Menlo Park, CA** 07/2018 – 12/2018  
*Assisted principal researchers conduct usability, human factors, contextual inquiry, and survey studies on VR.*

- Determined the optimal VR prototype by designing and analyzing mixed-methods usability tests and triangulating with attitudinal survey data.
- Led and analyzed user behavior from a contextual inquiry study at Oculus Connect.

## RESEARCH METHODS

In-depth Interviews, Usability Studies, Concept Testing, Surveys, Field Studies, Prototype Testing

## EDUCATION

**M.A., Research and Experimental Psychology, San Jose State University** Graduated 12/2023

- Led a factor analysis survey on 200+ technology workers using structural equation modeling to investigate whether reflective thinking styles predict motivated reasoning.

**B.S., Cognitive Science, University of California Santa Cruz** Graduated 12/2016