

MICHAEL KENNEDY

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LEAD USER EXPERIENCE RESEARCHER

Strategic UX Researcher with 13+ years of experience transforming complex user insights into actionable intelligence for product, design, and executive leadership. Builds scalable research practices from the ground up, applies mixed-methods and AI-enabled synthesis to guide roadmap prioritization and digital transformation, and mentors cross-functional teams to elevate organizational research maturity. Trusted advisor who drives customer retention, accelerates adoption, and reduces decision risk through evidence-based product strategy.

EXPERIENCE

UX Research Lead

Feb 2026 – May 2026

DCG Worldwide

Remote and On Location

- Planned comprehensive research strategy including methodological approach, screener design, and operational coordination of field and remote research to reduce billing-related call volume, repeat contacts, and escalations.
- Conducted in-person and remote virtual interviewing and usability testing to validate a new billing system's effectiveness.
- Delivered research that reduced call times related to paper bill comprehension and increased first bill customer confidence.

Senior UX Researcher II

May 2024 – Dec 2025

SimSpace

Boston, MA (Remote)

- Established a comprehensive repository of user research, personas, and standardized research protocols, providing essential infrastructure for launch and support of a new UXR practice.
- Shaped and prioritized product roadmaps by delivering strategic research insights to four distinct product teams engaged in developing a cyber range platform.
- Designed and launched a dedicated Design Partner Program enabling systematic collection and application of structured feedback from six key customers.
- Conceived, developed, and executed the 2024 Customer Advisory Board initiative, overseeing all stages from initial concept through launch, including planning and facilitating introductory interviews and discussion sessions.
- Developed specialized AI protocols to accelerate UX research, focusing on aggregation and rapid synthesis of insights by leveraging tools such as Claude, NotebookLM, and GPT.
- Conducted iterative testing for a stack optimization solution encompassing cyber range, automated attack scenarios, and reporting functionalities.
- Mentored and trained cross-functional teams to achieve mature research practices throughout the organization.

Lead UX Researcher

Oct 2023 – May 2024

RCG Global Services

Iselin, NJ (Remote)

- Contributed directly to digital transformation of an enterprise project management system by facilitating multi-day design thinking workshops to produce journey maps and performing lean internal discovery research for HR, Finance, Technical Staff, Product Management, and MEL team users.
- Prioritized research-driven improvement opportunities by re-framing issues as “how might we” statements with specific outcomes and translating findings into an actionable strategic framework with clear success criteria.

- Formalized research process by producing low-fidelity artifacts with high research value and leading a journey mapping workshop for a global UX consulting team.

Professional Development

Nielsen Norman Group, Eager Labs

Jan 2023 – Oct 2023

Watertown, MA (Remote)

- Completed UX Certificate with specialty recognition in UX Management including courses in Workshop Facilitation, Being a UX Leader, Research Operations, Design Systems, and Building better outcomes between Product and UX.
- Completed Eager Labs “Emerging Leaders” program.

Senior UX Researcher

SecurityScorecard Inc.

Oct 2021 – Jan 2023

New York, NY (Remote)

- Drove 5–15% improvement in customer retention and conversion rates through thorough end-to-end research on onboarding, pricing, and plan experiences in collaboration with Growth product teams.
- Established foundational research narrative for regulatory and public-sector solutions, defining user archetypes for multi-jurisdictional security monitoring.
- Performed exploratory research into tailored experiences, customization, and down-market opportunities.

Principal UX Researcher

Veracode

Mar 2020 – Oct 2021

Burlington, MA (Remote)

- Built UX Research practice from the ground up, establishing research protocols, discovery frameworks, and design thinking capabilities.
- Delivered 14 strategic research initiatives applying a Jobs-to-be-Done framework to drive product vision while mentoring the design team in research methodologies.

UX Designer / Researcher

IBM Resilient & IBM Security

Nov 2017 – Mar 2020

Cambridge, MA

- Led integrated UX design and research for IBM’s first large-vendor incident response platform, Resilient, with experiences included in Cloud Pak for Security earning IBM “Leader” recognition from IDC and Forrester.
- Designed evidence-based solutions using participatory design and rapid iterative testing that enabled cybersecurity analysts to relate and reduce duplicate security incidents at scale.
- Facilitated a 10-fold increase in security incident resolution efficiency by designing a novel capability to cross-reference digital security incident artifacts.

Senior UX Researcher / UX Researcher

Constant Contact & Endurance International

Sep 2012 – Nov 2017

Waltham, MA

- Executed 20+ research studies annually across a diverse product portfolio while pioneering a comprehensive methodology toolkit including card sorting, tree-testing, first click testing, and statistical preference testing.
- Conducted persona-defining field research and led a participatory field research team of product stakeholders to co-create a strategic journey map across business units.
- Mentored research interns and rotation program members; formalized research planning processes supporting organizational growth.

EDUCATION

Master of Science (MS), Human Factors in Information Design

2011 – 2013

Bentley University, Waltham, MA

Bachelor of Arts (BA), Visual & Media Arts

2005 – 2009

Emerson College, Boston, MA

CERTIFICATIONS

UX Certificate: Specialty Recognition in UX Management – Nielsen Norman Group, June 2023

PROFESSIONAL DEVELOPMENT

Graphic Design Specialization – Cal. Institute of the Arts, 2017

Enterprise Design Thinking – IBM Security, 2017

Experience Mapping Workshop – Adaptive Path UXWeek, 2016

Gamification – University of Pennsylvania, 2014

AUTHOR & SPEAKER

Co-author of “You Want Me to What? A Practical Guide to Diary Studies” and Co-Presenter at *UXPA International Conference*, 2014

SKILLS

Project Management, Journey Mapping / Experience Mapping, Persona Development, Design Thinking, Data & Analytics, User Interviews, Surveys, Facilitating Workshops, Stakeholder Engagement, Usability Testing, Participatory Design, Coaching & Mentoring, Cross-functional Collaboration, Statistics, Communication, Concept Validation, Product Discovery, User-Centered Design, Presenting Findings & Recommendations, Qualitative & Quantitative Research, Mixed-Methods Research, UX Design, Product Design, Design Systems, Prototyping

TOOLS

UserTesting, UserZoom, UserLytics, Maze, Qualtrics, SurveyMonkey, Alchemer (Survegizmo), Proven By Users, Ethnio, dscout, Optimal Workshop, Respondent, UserInterviews, Pendo, Figma, Sketch, Miro, Mural