KIMBERLEY D. HARRIS PHILLIPS

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Senior UX Researcher | Enterprise SaaS, Collaboration & AI-Enabled Productivity

Senior UX Researcher with 10+ years of experience leading end-to-end qualitative and mixed-methods research across enterprise SaaS ecosystems. Specialize in navigating ambiguous problem spaces, studying complex multi-role workflows, and translating behavioral insights into product strategy that improves adoption, collaboration, and efficiency. Experienced in AI-enabled productivity tools, documentation systems, and high-scale global platforms.

Core UX Research Skills & Tools

Mixed-Methods Research (Qual & Quant) • Usability Testing • Diary & Ethnographic Studies • A/B Testing • Survey Design • Journey Mapping • Accessibility (WCAG) • UX Metrics (CSAT, SUS, NPS) • Data Visualization (Power BI, Tableau) • SPSS • SQL • Research Ops • Inclusive & Cross-Cultural Research • Stakeholder Alignment • Mentorship

Professional Experience

Microsoft Corporation - Remote

Senior User Experience Researcher   **(7/2021 – 7/2025)**

Operated as primary research lead within Azure Growth Experiences (AGX) Studio, independently scoping and executing studies while managing senior-level product stakeholders. Conducted research on AI-assisted productivity workflows and knowledge management systems, and research involving cross-team collaboration tools and Azure DevOps / content systems.

- Led foundational and evaluative research for AI-powered Finance Assistant (Copilot), studying generative AI-assisted workflows and content creation behaviors; influenced $50M+ roadmap and increased task efficiency 28%.

- Conducted exploratory research on multi-role enterprise workflows, identifying friction points in documentation, content creation, and cross-functional collaboration.

- Led $300K Payments Consumer Survey across 21 countries; delivered segmentation insights that shaped localization and market positioning.

- Created UX metrics dashboard (1K+ responses) cutting analysis time 40% and boosting stakeholder visibility.

- Drove expert reviews and unmoderated testing for Card Art via PIDL, accelerating design iterations 25%.

- Authored enterprise research playbook standardizing insight repositories, tagging frameworks, and stakeholder reporting to scale research impact across embedded finance teams.

- Mentored vendor researchers and championed inclusive and neurodiverse research practices aligned with Microsoft's Inclusive Design principles.

Microsoft Corporation – Remote
Senior Design Researcher | Senior CX Strategist (11/2020 – 7/2021)
Led strategic research initiatives across Microsoft Devices (Surface, Xbox) and Microsoft Cloud for Healthcare, operating as an embedded research partner within cross-functional product teams during early-stage and evaluative development cycles.

- Independently scoped and executed qualitative and mixed-methods research to inform roadmap direction across hardware and cloud-based productivity ecosystems.

- Conducted foundational discovery research to clarify ambiguous problem spaces, align senior stakeholders, and prioritize strategic initiatives.

- Designed and facilitated stakeholder interviews, usability studies, expert reviews, and evaluative testing to refine documentation flows, onboarding experiences, and collaboration touchpoints.

- Developed personas, journey maps, and Moments of Truth frameworks to inform product strategy and content experience improvements.

- Partnered with Product, Brand, and Engineering leaders to translate research insights into prioritized roadmap decisions.

- Operated autonomously within fast-moving environments, ensuring continuity of research efforts across distributed teams.

- Mentored researchers and advocated for inclusive design practices across product portfolios.

United Services Automobile Association (USAA) - San Antonio, TX
Insight Research Analyst (10/2013 – 11/2020)
Led large-scale UX and behavioral analytics projects for digital banking, credit, and insurance products serving 13M+ members. Integrated qual + quant methods to enhance usability and satisfaction.
- Directed 20+ end-to-end UX studies increasing digital satisfaction 9% and task completion rates.

- Automated CX reporting (Qualtrics + Power BI), cutting analysis time 50% and enabling real-time leadership insights.

- Integrated qualitative insights with behavioral analytics to inform segmentation and prioritization decisions.

- Developed personas and journey maps adopted by five product teams to reduce onboarding friction.

- Mentored analysts in data storytelling and executive communication.

Operations Performance Analyst / Marketing Analyst (9/2008 – 10/2013)

- Redesigned Salesforce data catalog (+1,200% efficiency) and risk-optimization models (–15% non-compliance exposure).

- Built ROI dashboards improving marketing budget allocation 10%.

Education

Doctorate in Business Administration (Organizational Leadership) – ABD (Expected 2025)
Northcentral University – Scottsdale, AZ

Master of Science (MS) in Data Analytics
University of Texas at San Antonio – San Antonio, TX

Graduate Study in Educational Psychology & Counseling
California State University – Northridge, CA

Bachelor of Arts (BA) in Psychology
University of California, Los Angeles (UCLA)

Technical & Research Tools

Qualtrics • UserTesting • Optimal Workshop • Miro • Mural • Jira • Azure DevOps • SharePoint, Loop, & HiTs research repositories • Microsoft Teams •Microsoft Forms • DScout • Maze • Figma • SPSS • SAS • SQL • Power BI • Tableau • R • Python