

JESSICA KELLER

Qualitative Researcher | Applied Anthropologist
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ABOUT ME

Researcher and anthropologist with 6 years of experience using qualitative and quantitative research methods to understand and improve the human experience. Specializing in qualitative, UX, design, and market research.

SKILLS

Ethnography	Research design
IDIs	Project management
Focus groups	Data cleaning
Observation	Data analysis
Surveys	MAXQDA Dedoose
Secondary research	ATLAS.ti SPSS Excel

EXPERIENCE

Researcher, Freelance (Remote) | 2021 - Present

Providing qualitative, mixed-methods, UX, design, and market research for tech, video gaming, social media, and entertainment clients. Responsible for recruitment, screeners, surveys, IDIs, desk research, qualitative and quantitative analysis, report writing, presentations, Q&A sessions, and client meetings.

Qualitative UX Researcher, University of North Texas (Remote) | 2021

Qualitative UX research for Diana Hubbard (Blizzard Entertainment) about cross-platform gaming communication. Responsible for co-development of screeners and interview guides, recruitment, IDIs, ethnographic observation, qualitative analysis, reporting writing, presentations, and Q&As.

Qualitative UX Researcher, University of North Texas (Remote) | 2020-2021

Qualitative UX research to assess the data, analytics, and reporting landscape at UNT. Responsible for interview guide, IDIs, qualitative analysis, report writing, presentations, Q&As, and client meetings.

Graduate Research Assistant, University of North Texas (Remote) | 2020

UX research for Dr. Christina Wasson about online language and culture archives. Responsible for creation of data import/export methods, technical user guides, desk research, and team meetings.

Qualitative UX Researcher, University of North Texas (Remote) | 2020

UX and design research of online culture and language archives. Responsible for qualitative analysis, identifying design implications, developing recommendations, report writing, and presentations.

Qualitative Researcher, University of North Texas (Remote) | 2018

Qualitative consumer journey research for Fluidmaster. Responsible for in-store observation, interview guides, IDIs, focus groups, qualitative analysis, report writing, presentations, and Q&As.

Student Research Assistant, University of Southern Indiana (Evansville, IN) | 2017

Mixed-methods research for Dr. Anne Statham on virtual advocacy and labor issues. Responsible for data archiving, database management, and qualitative and quantitative analysis.

EDUCATIONAL BACKGROUND

M.S. in Applied Anthropology

(anticipated 2022)

University of North Texas

B.S. in Anthropology | 2017

Minor: Spanish Studies

University of Southern Indiana

B.A. in International Studies | 2016

Minors: Psychology, Gender Studies

University of Southern Indiana