

# LONNIE “LEE” KILE

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UX RESEARCHER, UXC, CSPO

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## CONTACT

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## PROFILE

UX Researcher with nine years of experience leading both qualitative and quantitative studies to shape data-driven SaaS, fintech, healthcare, and AI-powered platforms. I've guided research on a wide range of topics, including digital banking tools, enterprise e-commerce software, intranet portals, and mobile apps. I excel at uncovering user needs, synthesizing complex findings into clear insights, and promoting user-centered design throughout the entire product lifecycle.

## SKILLS

A/B Testing

Analytical Thinking

Customer Advocacy

Customer Journeys

Data Analysis (SPSS/R)

Field Studies

Heuristic Evaluation

Journey Mapping

Market Analysis

Mixed-Methods Research

Personas & Archetypes

Product Lifecycle Mgmt.

Scrum Fluency

Stakeholder Engagement

Stakeholder Workshops

Surveys

Usability Testing

User Interviews

User Story Writing

## EXPERIENCE

### **Senior Design Researcher**, Sutherland Labs

Jul 2023 - Jun 2025, Remote from Houston

- Managed the research lifecycle for **American Express**, from scoping and methodology design to execution, synthesis, and delivery of strategic insights for the Global Consumer Services Group that influenced product direction.
- Designed and led a wide range of generative and evaluative research activities for **Amazon**, including interviews with children and their parents for Amazon Kids and usability testing with children aged 7-10 for Kindle Kids.
- Facilitated workshops, insight presentations, and stakeholder alignment sessions for **Verizon** to translate research findings from a large-scale study of Verizon Total Wireless customers into insights that led to positive changes to the mobile app and retail store strategies.

## Senior UX Researcher, FFW (Now Jakala)

Jun 2022 - Feb 2023, Contract, Remote from Houston

### TOOLS

Adobe Analytics  
Axure RP  
Confluence  
Dovetail  
Figma, FigJam  
Fullstory  
Google Analytics  
Google Suite  
Jira  
Lookback  
Lucidchart  
Medallia  
Miro, Mural  
Monday.com  
Optimal Workshop  
Qualtrics  
Sketch  
UserTesting.com  
Zendesk

### CERTIFICATIONS

#### UXC

NN/g 1012023

#### CSPO

Scrum Alliance

#### GA4 Certification

Google Skillshop

- Developed and executed research strategies including individual interviews and usability testing to better understand the business context, expectations, and behaviors of sellers onboarding to the **Square** business platform.

- Worked with the **CertainTeed** analytics team and Salesforce specialists to identify customers in the US and Canada across various journey touch points relating to product information. Using internal data and individual interviews, I created representative personas and generated customer journey maps to influence the format and accessibility of product info.
- Conducted generative research, including individual interviews with dealers and surveys targeting direct customers for the **RICOH** Futures Business Unit to gather intel on new business domains, innovation, and emerging markets.

## UX Research Lead, Waste Management (Now WM)

Dec 2016 – Jun 2022, Onsite in Houston

- Led mixed-methods research (50+ interviews, usability testing, and surveys reaching 5,000+ customers) to uncover drivers of digital adoption and retention, directly influencing roadmap priorities for e-commerce and service scheduling tools.
- Built and managed three user research communities that enabled rapid validation of concepts and continuous feedback loops, reducing reliance on outsourced recruitment and cutting research cycle times by 30%.
- Developed data-backed personas and end-to-end journey maps that visualized how different customer segments navigated billing, recycling, and digital self-service. These artifacts became core reference tools for design, product, and marketing, aligning teams around top pain points and opportunities.
- Facilitated cross-functional workshops with Product, Ops, and Customer Experience leaders, surfacing \$2M+ in potential cost savings through workflow and digital experience improvements.

**UX Research Manager, Sogeti**

May 2016 – Nov 2016, Contract, Onsite in Houston

- Directed mixed-methods research to uncover key usability barriers in the **HCTRA** website and mobile app, leading to design changes that reduced task failure rates by 22% in subsequent testing.
- Synthesized insights into recommendations that guided design iterations, improving navigation clarity and accessibility features.
- Created evidence-based personas, journey maps, and prototypes grounded in user research, enabling design and engineering teams to prioritize high-impact features.

**Senior UX Researcher, Invesco**

Jun 2015 – May 2016, Onsite in Houston

- Conducted in-depth user interviews and usability testing to evaluate and refine site navigation and naming conventions, streamlining information architecture and improving user findability.
- Played a pivotal role in the design and testing of landing pages for national marketing campaigns, directly contributing to increased user engagement and conversion.
- Led the UX/UI redesign of key sections of the Invesco U.S. retail site, applying user insights to deliver a more intuitive experience and drive measurable improvements in user satisfaction.
- Collaborated cross-functionally with design, development, and marketing teams to prioritize enhancements and ensure delivery of user-centered solutions.

**EDUCATION****BA, English & Psychology**

Trinity University – 1992