

# Keve Cohen

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**Portfolio:** <https://www.kevecohendesign.com/>

## Education

**Indiana University**, Bloomington, Indiana

*Bachelor of Science in Informatics*, May 2021

Concentration: Business – Kelley School of Business

## Professional Experience

**PricewaterhouseCoopers**, Chicago, IL

**Senior Associate –Research and Strategy Lead** | August 2023 – Present

- Led end-to-end discovery and synthesis efforts across complex engagements, translating large volumes of qualitative inputs into prioritized insights and opportunity areas that informed product and experience strategy.
- Planned and facilitated in-person discovery workshops and stakeholder research sessions, synthesizing findings into clear opportunity areas and future-state experience direction.
- Produced executive-ready research narratives, visualizations, and decision frameworks to communicate insights, scope, and tradeoffs, enabling senior leaders to align on roadmap and investment priorities.
- Developed stakeholder-segmented change and communications frameworks (program leadership, end users, external partners), contributing to a 3-month program extension and strengthened client trust.
- Partnered with Product Managers, Engineers, and Functional Leads to validate findings, ensure research fidelity across deliverables, and embed user insights into solution design.
- Mentored junior researchers and analysts by reviewing research plans, synthesis, and storytelling, improving clarity, rigor, and consistency of client-facing insights.
- Stepped into manager responsibilities during leadership transitions, maintaining delivery momentum across parallel workstreams under tight timelines.

**Associate – Analyst** | August 2021- August 2023

- Supported generative and evaluative research by documenting and synthesizing 18+ hours of stakeholder and user working sessions to clarify user needs, system capabilities, and experience gaps.
- Analyzed and structured 300+ product and platform capabilities into usable research frameworks, enabling prioritization and clearer decision-making across product and delivery teams.
- Collaborated on the design of market research surveys and research instruments, ensuring methodological rigor and actionable insights amid shifting project scope.
- Created client-ready research artifacts, visualizations, and readouts that improved stakeholder alignment and accelerated executive decision-making.

## Technical Skills

**UX Research Methods** - User interviews, stakeholder interviews, workshops & co-creation, journey mapping, usability-style testing, qualitative synthesis, insight generation, research readouts & storytelling

**Product & Strategy** - Research planning, problem framing, requirements definition, roadmap influence, governance design, stakeholder management

**Data & Analysis** - Qualitative analysis, KPI definition, dashboard & report creation, Excel (pivot tables, formulas)

**Design & Prototyping (Supportive)** - Figma, Miro, Adobe XD, Adobe Photoshop

**Technical Literacy** - HTML, CSS, JavaScript (foundational)

**Collaboration & Delivery** - Jira, Microsoft Office (PowerPoint, Excel, Word), Agile & Scrum ceremonies