

KEVE COHEN

(317) 289-6315

Lyricco27@gmail.com · [linkedin.com/in/keve-cohen/](https://www.linkedin.com/in/keve-cohen/) · <https://www.kevecohendesign.com/>

EDUCATION

May 2021 BACHELOR OF SCIENCE IN INFORMATICS, [Indiana University - Bloomington](https://www.indiana.edu/) | **GPA: 3.5**

Concentration: Business – Kelley School of Business

EXPERIENCE

PriceWaterhouse Coopers (PwC) | Senior Associate – UX RESEARCH & STRATEGY | August 2023 – Present

UX Researcher specializing in evaluating AI capabilities and designing human-centered experiences that translate complex problems into intuitive, impactful processes.

- **Conducted stakeholder interviews** with contact center agents, supervisors, and operations managers and **synthesized market research on AI capabilities** into **11 prioritized user journeys and an AI-enabled roadmap**, guiding phased implementation of AA and QM AI enhancement.
- **Owned project planning and execution** for an expansion initiative, **managing onshore and offshore resources** to align priorities, mitigate risks, and ensure timely delivery across workstreams, **driving final deliverables to align with stakeholder and business goals**.
- Facilitated **40+ hours of workshops with operations, analytics, and product teams** to resolve fragmented reporting requirements; translated insights into prioritization frameworks that consolidated **100+ legacy reports into ~15 standardized reports and 2 real-time dashboards**.
- Designed and executed a market scan for a transportation software provider, **developing surveys and user interview guides** and **conducting internal enterprise interviews**; **used LLM-assisted qualitative analysis to synthesize insights** with third-party data into growth strategy recommendations adopted by leadership.

PriceWaterhouse Coopers (PwC) | Associate – ANALYST | August 2021- August 2023

Analyst supporting UX research and product discovery efforts across digital transformation initiatives.

- **Developed personas to inform the infrastructure design**, by interviewing internal stakeholders and synthesizing member and employee needs with cross-industry research on best-in-class technologies; **delivered an “art of the possible” vision for an AI- and biometrics-enabled facility**.
- Mapped the **end-to-end 834 healthcare enrollment workflow** through stakeholder interviews with operations, IT, and enrollment teams; identified **~20 operational bottlenecks** and delivered insight materials that informed cross-team process improvements.
- Synthesized stakeholder input across working sessions with **product managers, engineering leads, and business teams** to prioritize **300+ platform capabilities**, enabling a phased roadmap that accelerated **MVP delivery while sequencing secondary features for later releases**.

TECHNICAL SKILLS

UX Research Methods | User/stakeholder interviews · workshops & co-creation · journey mapping · usability-style testing · survey design & analysis · qualitative synthesis & insight generation

Product & Strategy | Research Planning · Executive level presentation & storytelling · requirements definition · roadmap development · governance design · stakeholder management · KPI definition

Data & Analysis | Applied AI Assisted Data Synthesis · Excel · Prioritization Frameworks

Collaboration & Delivery | Demo Creation · Agile & Scrum Ceremonies

Design & Research Tools | Microsoft Office (PowerPoint, Excel, Word) · Figma · Miro · Adobe XD · Google Forms · Jira · Trello · Dovetail · ChatGPT · Notion AI

Technical Literacy | LLM-Assisted Qualitative Synthesis · HTML/CSS · JavaScript (foundational) · SQL (foundational) · API Integration (foundational)