

UX Research Portfolio

Keve Cohen



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Senior Associate @ PwC

Career

Senior Associate/ UX Researcher | PwC | 2023— Present

Associate/ Analyst | PwC | 2021 — 2023

Design and Dev Intern | Sustaio | 2021

BS in Informatics | Indiana University - Bloomington | 2017 — 2021

Skill Highlight

UX Research Methods | User & stakeholder interviews • Usability testing • Survey design & analysis • Journey mapping • Workshops & co-creation

Research Synthesis & Insights | Qualitative synthesis & insight generation • LLM-assisted analysis • Prioritization frameworks

Product & Strategy | Research planning • Requirements definition • Roadmap development • KPI definition • Governance design

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

Communication & Stakeholder Mgmt. | Executive storytelling & presentations • Stakeholder management

Experience Highlights

- **Led UX research for a financial services contact center**, identifying workflow inefficiencies and shaping AI-enabled future-state journeys across Agent Assist and Quality Management
- **Facilitated 40+ hours of workshops with operations, analytics, and product teams**, aligning on reporting needs and consolidating 100+ legacy reports into ~15 standardized outputs and 2 real-time dashboards
- **Conducted stakeholder interviews and workflow mapping for healthcare enrollment operations**, uncovering ~20 operational bottlenecks across the 834 file lifecycle
- **Designed personas and “art of the possible” future-state vision** for a new AI- and biometric-enabled healthcare facility, informed by stakeholder research and cross-industry analysis
- **Executed a market research program for a transportation software provider**, using interviews and LLM-assisted synthesis to deliver growth strategy recommendations adopted by leadership
- **Redesigned the Global Beatles Day website**, simplifying it into a single-page experience using AI-assisted content condensation to improve clarity and usability

Youth Education Market Expansion

Purpose

Evaluate and identify three strategic geographies for expansion, balancing market viability with alignment to the client's mission-driven goals.

Challenge

Developing a mission driven rationale for geography selection, providing evidence based support for success, and developing tiered product offerings for new geographies

Solution

Perform analysis of 10 close competitors, conduct 5 internal/User Interviews, facilitate 2 workshops aimed at aligning recommendations with enterprise mission

Approach

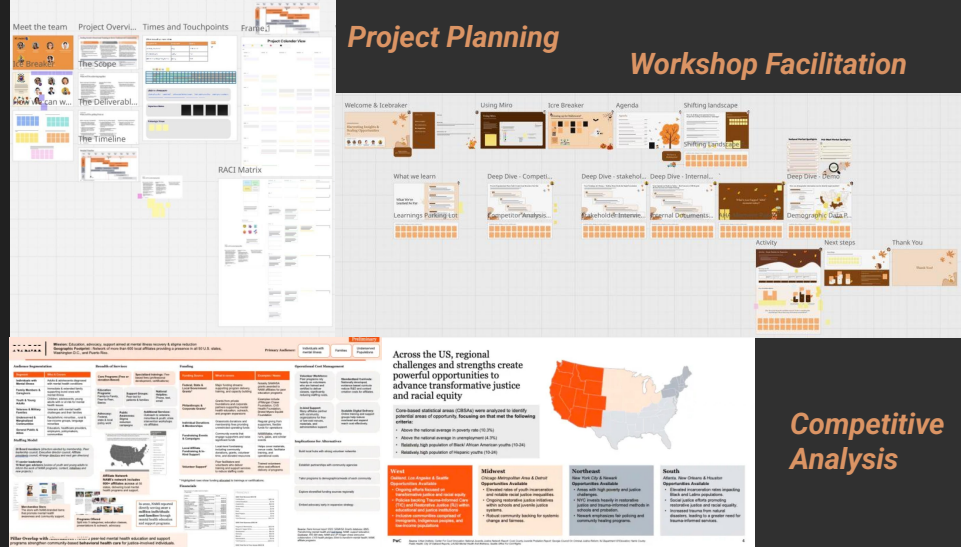


Key Outputs

Competitive Analysis

Interview / Workshop Analysis

Research Readout/ Recommendations



Workshop/ Interview Outcomes

Discovery Research - Stakeholder Interview

Stakeholders in recognise strong foundational expertise, but emphasise the need to build strategic infrastructure to enable effective scaling

Delivery Excellence

"Restorative justice first and trauma informed care second... we do good quality."

"We started restorative justice training in the 1990s... and now we have systemic evaluation and change programs that grew out of that legacy."

"It is probably one of our strengths... We have a lot of folks with experience in restorative justice."

"These people get into the system... that's the one that people don't realize exists as much as it does. That's the seller."

"The budget reflects significant staff cuts in both FY18 and FY19" due to the loss of government grant funding."

System Integration

"We're actively in conversation... about how much are we going to stick with the language versus the concepts... Do we need to tweak language to be less visible but still training on the concepts?"

Market Readiness

"Racial equity like... everybody's throwing it in. I think my staff can do a solid job explaining the basics, but... they do not have the capacity to do advanced trainings on racial equity."

Strategic Growth

"Things feel chaotic... we need more structure in terms of systems, processes."

Discovery Research - CSEA Prioritization and Demographic Information

In the initial workshop 3 markets were identified, but a final cut of data revealed new targets

Greenwood, MS
Selma, AL
Natchez, MS-LA

The Approach

- Aligned on weights assigned to individual criteria.
- Reviewed candidate markets.
- Prioritized 3 markets based on criteria scores for further analysis.

Criteria	Competition Saturation	HHS Grant Obligation	Youth without Diploma (18-24)	Black Population (16-24)	Hispans Population (16-24)	Unemployment Rate	Poverty Rate
Description	Estimated count of competitors identified in market by other markets in US	Amount of oligomer funding awarded to this facility by the Dept. of Health and Human Services	Percentage of population without a high school diploma	Percentage of population of Black/African American youths in market	Percentage of population of Hispanic/Latino youths in market	Percentage of population unemployed in the last 12 months	Percentage of population below the poverty line
Weight %	30%	10%	20%	20%	20%	5%	5%

Demographic Search Outcomes

Thank you