

KEVE COHEN

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EXPERIENCE

Global Beatles Day | Head of Creative Development | Aug 2021 – Present

Driver of strategic planning, digital development, and brand initiatives to grow Global Beatles Day's global reach and organizational impact.

- **Directing website redesign, digital content strategy**, and stakeholder communications to strengthen audience engagement.
- **Leading strategic planning and development from an informal holiday to a non-profit** aimed at global awareness.

PriceWaterhouse Coopers (PwC) | Senior Associate – UX RESEARCH & STRATEGY | Aug 2023 – July 2026

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

- **Owning 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**.
- **Conducting stakeholder interviews** with contact center agents, supervisors, and operations managers and **synthesizing market research on AI capabilities** into **11 prioritized user journeys and an AI-enabled roadmap**, guiding phased implementation of AA and QM AI enhancement.
- Facilitating **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**.
- Designing and executing 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 | Aug 2021- Aug 2023

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

- **Developing 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; **delivering an “art of the possible” vision for an AI- and biometrics-enabled facility**.
- Mapping the **end-to-end 834 healthcare enrollment workflow** through stakeholder interviews with operations, IT, and enrollment teams; identifying **~20 operational bottlenecks** and delivering insight materials that informed cross-team process improvements.
- Synthesizing 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**.

EDUCATION

BACHELOR OF SCIENCE IN INFORMATICS, [Indiana University - Bloomington](#) | **GPA: 3.5**

Concentration: Business – Kelley School of Business

TECHNICAL SKILLS

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

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

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

Technical Literacy | HTML/CSS · JavaScript (foundational) · SQL (foundational) · API integration (foundational)