




KIMBERLY SELWAY

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EDUCATION

| BACHELORS DEGREE

Villanova University
B.A. in Business Administration
2004 – 2008

| DESIGN COURSEWORK

General Assembly
Visual Design
June – Aug 2016
Front End Web Development
Jan – March 2015
User Experience Design
June – Sept 2014

SKILLS

| Professional

Design Thinking
Facilitation
Project Management
Budget Estimating
Survey Design

| Technical

UserTesting.com
Qualtrics
ContentSquare (Clicktale)
Sketch
InVision
Adobe Photoshop
Adobe Illustrator
HTML
CSS

WORK EXPERIENCE

UX RESEARCH LEAD, CORPORATE VICE PRESIDENT

New York Life Insurance / 2017-Present

Developed and led user research discipline across client, agent & customer service representative-facing applications, including web, mobile and IVR applications. Conducted user interviews, usability & A/B testing, benchmarking, card sorting, and ethnographic studies to assess opportunities in the omnichannel experience.

- Interfaced with product management, design, and development teams to evangelize user perspectives and raise awareness of needs and behaviors.
- Established survey strategy for New York Life's client account website, providing stakeholders with quantitative metrics to demonstrate value of investing in the application. CSAT score jumped 24% between 2018 and 2020.
- Developed & executed research plans spanning the product delivery process, including discovery interviews with stakeholders & users, usability testing, and establishing persistent feedback channels.
- Analyzed qualitative & quantitative data from Qualtrics & ContentSquare to drive usability fixes and product roadmap recommendations.
- Spearheaded Design Operations practice and oversaw company-wide rollout of key UX tools including Sketch, InVision, and UserTesting.
- Established Employee Insights Program, a company-wide initiative to source user feedback and competitive insights from New York Life employees.
- Synthesized research findings for presentation to executive leadership.

BUSINESS ANALYST, SENIOR ASSOCIATE

New York Life Insurance / 2013-2017

Interviewed stakeholders, designed user interface & data visualizations, and led user feedback sessions for a pilot of Agent360°, a Qlikview & Hadoop based solution.

- Lead a team of 4 data architects and engineers in the design, development and onboarding of insurance sales reporting to New York Life's big data environment.
- Performed initial data architecture analysis in support of the company's data strategy and presented long & short-term strategic recommendations to technology leadership.

BUSINESS ANALYST, ASSOCIATE

JP Morgan Chase & Co / 2008-2013

Acted as Product Owner of the Credit Reporting Engine, a Java & Microsoft SSRS based web application providing teams across the bank with end user designed & distributed reporting.

- Conducted user interviews with internal users and stakeholders.
- Developed low and high fidelity mock-ups to facilitate feedback.
- Tool implementation lead cut reporting turn-around time by 75%.