

Hi, I'm Kamz!

Kamala Alcantara, if you need my government name. **Senior UX Researcher**

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I am a Senior UX Researcher with 7+ years of experience turning complex human behavior into clear, actionable product direction. Grounded in neuroscience, psychology, and deep empathy, I lead multi-phase research programs that reduce churn, shape AI strategy, and build the organizational muscle to keep user needs at the center of every decision. I have presented findings to 300+ stakeholders, mentored researchers and designers, and delivered insights that have moved products from discovery to pilot.

EXPERIENCE

Senior UX Researcher · **CDK Global** *Modern Retail Team*

December 2024 – Present · Las Vegas, NV (Remote)

- Led CRM Sales Reporting discovery research uncovering why 44% of churned customers cited reporting — presenting findings to 200+ teammates and driving a self-service Report Builder now in pre-pilot.
- Designed and facilitated a 17-person internal POC workshop, cross-functional Blue Sky F&I ideation session, and field visit enablement workshop — creating scalable toolkits used across multiple portfolios.
- Led AI Writing Assistant evaluative research across 8 customers and 4 dealerships, synthesizing findings into a MoSCoW roadmap presented to 300+ cross-functional stakeholders.
- Co-led AI Needs & Discovery research, building a persona × pain × opportunity matrix prioritizing predictive assistance, fraud detection, and workflow automation for next-gen CRM.
- Conducted CRM Video discovery research across 14 users at Las Vegas dealerships (Toyota, Audi, BMW, VW, Honda), mapping adoption blockers and delivering role-based UX recommendations.
- Built a portfolio-wide heuristic evaluation template and trained 2 design managers and 8 UXDs on its use, standardizing evaluation practices across Modern Retail.
- Rated Exceeds Expectations by manager: "Your attention to detail, expert application of methods, stellar stakeholder engagement... have helped to elevate the research practice."

Lead UX Researcher · **Cortico** *MIT-backed Non-Profit*

July 2023 – December 2024 · Remote

- Built foundational UX research practices for AI-powered civic tools used by NGOs and universities, shaping strategy for a diverse global user community.
- Designed and conducted 20+ user research sprints using qualitative and quantitative methods, translating insights directly into design iterations and prototypes.
- Partnered with product managers, designers, engineers and executive-level stakeholders to embed research findings into roadmaps.

UX Researcher · Blockdaemon *Blockchain Infrastructure*

January 2022 – January 2023 · Remote

- Conducted usability tests, surveys, and A/B tests to optimize B2B onboarding for blockchain API tools, converting 90% of beta clients into paid users.
- Embedded research into cross-functional workflows, enabling data-driven product strategies that balanced user needs with business goals.
- Presented findings in engaging formats — from monthly reports to collaborative workshops and interactive newsletters — ensuring clear application of insights.

Lead UX Researcher · CircleIn *EdTech Startup*

October 2020 – December 2021 · Remote

- Spearheaded research across the product lifecycle, leading a cross-functional team of engineers, designers, and researchers.
- Influenced product features that increased student engagement by up to 500% through data-driven insights; redesigned onboarding flows, enhancing adoption by 300%.
- Conducted large-scale surveys (cleaned with R) and moderated usability studies to inform strategic decisions around adoption and retention.

UX Researcher & Chief Content Officer · Ninja Focus *Mindfulness Startup*

November 2018 – August 2020 · Remote

- Drove product growth from 0 to 50,000+ downloads through data-driven wireframes, prototypes, and retention strategies.
- Designed sustainable research frameworks and user journeys for audiovisual mindfulness tools; conducted diary studies, interviews, and usability tests.

RESEARCH METHODS & TOOLS

Methods: Moderated & Unmoderated Usability Testing · User Interviews · Contextual Inquiry · Journey Mapping · Surveys · Thematic Analysis · Card Sorting · Heuristic Evaluation · Focus Groups · Ethnography · Workshop Facilitation · Concept Testing · A/B Testing · Diary Studies · Mixed Methods

Tools: Figma · FigJam · Dovetail · Maze · Qualtrics · Airtable · UserTesting · Amplitude · Hotjar · Jira · Confluence · R · SQL · Python · AI Prompting & Research Workflows

Specializations: AI Research & Strategy · Churn Reduction · Stakeholder Facilitation · Research Democratization · Mentorship & Enablement · Mixed Methods · Neuroscience & Psychology of UX

EDUCATION

Master's in Human Development & Psychology · Harvard University

2012 – 2013 · Cambridge, MA

Linked theory with practice to design interventions promoting lifelong learning and development across diverse ecological contexts.

Dual B.S. in Psychology & Communication · Arizona State University

2008 – 2012 · Tempe, AZ

Completed a 1-year internship as a full-time UX analyst.

CERTIFICATIONS & DEVELOPMENT

- UX Research Certificate — Nielsen Norman Group
 - AI Essentials for UX Designers — LinkedIn Learning (Completed April 2025)
 - Quant UX Conference — MaxDiff, JTBD, AI for quantitative analysis, advanced mixed methods
 - ADPList Mentor — supporting aspiring UX researchers in transitioning into the field
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See my full portfolio at kamz.design · References available on request