

# Karen Annell

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## EXPERIENCE

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### Founder & Research Director

Oct. 2025 - Present

*Wise Mind UX* | San Diego, CA (Remote)

- Founded Wise Mind UX, offering B2B support of user experience challenges for small and medium businesses.
- Facilitate user research initiatives including usability testing, user interviews, and feedback synthesis.
- Lead collaboration between researchers, recruiters, and stakeholders.
- Present findings and recommendations to executive stakeholders and guide implementation strategies.

### Team Lead

Jan. 2024 - Sept. 2025

*Pacific Preparatory* | San Diego, CA (Remote)

- Recruited, trained, and managed a team of over 150 virtual and in-person instructors.
- Developed systems for tracking and analyzing qualitative data on instructor roster to effectively match with clients.
- Adapted internal processes to streamline employee management.
- Improved employee retention rate by 20% from Q1-Q3.

### Senior User Experience Researcher

Oct. 2022 - Jan. 2024

*Sony Electronics* | San Diego, CA

- Developed, conducted, and moderated in-depth interviews, usability testing, out-of-boxing experiences, A/B testing, accessibility analysis, persona formulation, journey mapping, and contextual inquiry studies on various hardware products.
- Conducted and presented heuristic analyses and year over year comparisons on products in the electronics market to identify changes in accessibility features.
- Recruited and retained internal employee/contractor participants, previous customers, and new participants.
- Directed project management between international stakeholders, vendors, and researchers with a language barrier.
- Lead reporting on studies by cleaning, synthesizing, interpretation, and visualization of data, presenting findings to stakeholders and public audiences.

### User Experience Researcher

June 2021 - Oct. 2022

*Google* | Mountain View, CA (Remote)

- Directed the rapid research program end-to-end with enterprise users on Google's Display & Video 360 platform.
- Designed and executed research plans within 2-6 weeks, collected and interpreted various types of data, and presented relevant recommendations and visualizations to cross-functional stakeholders.
- Employed various research methodologies including in-depth interviews, usability studies, and surveys.
- Provided strategic insights for product documentation, redesign efforts, and strategic planning for complex software.
- Increased the rapid research program's cross functional impact by approximately 50%.
- Tracked tactical, foundational, and strategic insights quarter after quarter, resulting in 15% increase in user satisfaction by Q2 2022 in the enterprise advertising space.

### User Experience Researcher

Dec. 2016 - June 2018

*Human-Computer Interaction Lab* | Santa Cruz, CA

- Created a unique coding manual for qualitative user data based on prior research and appropriate visualization for various data cross-sections.
- Designed and implemented a data tracking system on large, complex data sets, including cleaning, coding, and organizing data. Recommended and conducted statistical analyses.
- Produced formal graphs, posters, and empirical reports for presentation to lay audiences.

## EDUCATION

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**University of California, Irvine** | Master of Legal and Forensic Psychology

- GPA: 4.0

**University of California, Santa Cruz** | Bachelor of Science in Cognitive Science | Minor in Applied Statistics and Mathematic

- Graduated with honors, concentration in human-computer interaction and artificial intelligence

## SKILLS

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SPSS, R, Java, Python, Figma, Qualtrics, Usertesting.com, Microsoft Suite, Salesforce, Google Suite