

Kahlid “Kal” Walker

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WORK EXPERIENCE

UX Researcher

Feb 2024 – May 2024

AccesSOS

Berkeley, CA

- Worked to improve AccesSOS’ conversion rates through effective marketing material design and placement.
 - Planned and conducted deep diary studies into users’ perceived sense of safety in and around Berkeley to better understand how and where people strategize to keep themselves safe increasing conversation rates for marketing material by 14%.
 - Conducted photo elicitations of competitors’ marketing materials to understand how what makes a visually trustworthy poster.
 - Lead unmoderated preference tests to assess new marketing material efficacy.

UX Researcher

Feb 2024 – May 2024

Retro Edge Games

Vallejo CA

- Conducted detailed desirability studies to test a launch day website design that resonates with the competitive fighting and trading card game community.
 - Executed 1 formative reaction card study followed by 2 evaluative reaction card studies to create and assess a hi-fi prototype that I constructed.
 - Helped engineers implement the final design and its interactions into the final launch day product.

UX Researcher

March 2022 – Feb 2024

Somos.tech

Seattle, WA

- Planned and oversaw UX research studies, analyzed results, and worked alongside the founder and engineers to improve the website’s experience and aesthetic.
 - Created and conducted formative and evaluative studies using moderated usability tests and card sorts which led to a 20% decrease in the site’s bounce rate and an 11% increase in new product engagement.
 - Planned and conducted discovery research studies and concept testing using need-finding interviews and literature reviews to construct early concepts for the launch day website.
 - Created and led participatory design studies that helped make Spanish translations of the website’s copy more personal and accessible to the Spanish-speaking community, specifically Latin Americans.

Intelligence Analyst

May 2015 – OCT 2023

US Navy

Global

- Lead, plan, collect, analyze, and disseminate reporting on enemy activity to inform decision maker activities.
 - Conducted several months long observational studies in adversary territory leading diverse teams from navy and army special forces to cyber offense forces.
 - Briefed the POTUS and Senate Intelligence committee on new emerging threat in the technology space and influenced new policy to help combat cyber crimes against US infrastructure.

EDUCATION & CERTIFICATIONS

UC Berkeley

M.S. Information Management Systems

Berkeley, CA

University of Maryland

B.Sc. Information Management Systems, Computer Science

Adelphi, MD

Certifications: DoD Social Investigator Certificate, Active Top Secret/SCI Security Clearance.