

JEREMY KELLY



Senior UX Researcher · Product & Insights Strategist

Wellington, New Zealand · jeremy@thebeardedresearcher.com
thebeardedresearcher.com · linkedin.com/in/jeremy-kelly-555414b1

^ **Scale** the signal **X Share** the story / **Shift** what's next

– 01 / PROFILE

Product and insights strategist with 8+ years across fintech, SaaS, resource management, and video games. Six of those years in UX research; before that, customer experience leadership. I work where the brief is still blurry: finding the real question behind the ask, then shaping the evidence into a story teams can act on. The work runs in three modes: tactical testing, strategic discovery, and the operational systems that keep insight compounding. An equity lens grounded in Te Tiriti o Waitangi and te ao Māori frameworks runs through it all, with AI as a co-pilot, not a replacement.

“[A] remarkably thoughtful and pragmatic researcher with an exceptional ability to connect dots across complex problems. ... He consistently helps teams refine vague inquiries into specific questions that generate actionable insights rather than generic answers.”

– MICHAEL LUCHEN · DIRECTOR OF PRODUCT, FLOAT

– 02 / EXPERIENCE

Senior Games User Researcher · [PikPok](#)

May 2025 – Dec 2025

- Led player-facing research that shaped game design and development across PikPok’s portfolio, combining behavioural data, market insight, and qualitative depth.
- Brought research into decisions across gameplay, retention, and monetisation, choosing the right method for the question rather than the most familiar one.
- Made research land for stakeholders across product, design, analytics, and leadership, whether through quick chats or roadmap-shaping reports.
- Increased self-serve research capability and question-answering capacity across the studio by 2–3x.
- Translated player needs into clear direction for design and development teams working across multiple live game franchises.

Founder & Principal Researcher · [The Bearded Researcher](#)

Mar 2024 – Present

- Independent UX research consultancy serving NZ-based teams, specialising in pragmatic, collaborative research that connects user needs to business outcomes.
- Worked with product teams to translate insight into action across SaaS, fintech, and product strategy contexts, with engaging, well-scoped studies rather than over-engineered processes.

Senior UX Researcher · [Float](#)

Nov 2023 – Mar 2025

- Co-built Float’s UX research foundations and research operations from scratch, running lean, high-impact studies that informed product strategy, reduced churn, and supported conversion across the funnel.
- Reduced research cycle times by 40% while increasing customer satisfaction by 18%, employing lean methodologies that balanced rigour with practical outcomes.
- Doubled mobile engagement through targeted usability testing on the mobile app, identifying key personas and translating critical pain points into actionable improvements.
- Set up scalable insight workflows, including AI-assisted synthesis to centralise CSAT and customer feedback, partnering closely with design, product, marketing, engineering, and support.
- Championed research democratisation by creating playbooks that enabled Design, Product, and Marketing teams to run their own studies and embed customer insights into their workflows.

- Led research that significantly increased engagement by uncovering key onboarding friction points and simplifying setup.
- Spearheaded the UX research strategy that directly shaped New Zealand’s first guided investing mobile app, supporting the launch of 5 key strategic features and resolution of 20+ critical onboarding pain points.
- Transformed complex insights into compelling narratives using FigJam boards, interview reels, team quizzes, and Loom videos, making research accessible across the organisation.
- Embedded research across the product cycle in partnership with design, product, marketing, engineering, and data teams, helping the team move from guesswork to insight-led decisions.

Voice of Customer & CX Manager · [Tempo NZ](#)

Nov 2020 – Dec 2021

- Built Tempo’s customer experience strategy from scratch, including voice of customer, support operations, and insight pipelines.
- Turned everyday support conversations into structured input for product and design decisions, ensuring customers had a real voice in what got built.
- Created compliant onboarding flows aligned with AML/CFT obligations, working closely with legal and ops to make them seamless for users and audit-ready for the team.

Customer Experience Specialist · [Xero](#)

Apr 2016 – Oct 2020

- Delivered support to Xero’s 3 million customers across billing and core product functionality, deepening my grasp of user needs and honing the empathy and active listening that fuelled my move into research.
- Championed customer needs with senior leadership through structured feedback and human, collaborative advocacy for product improvements.

– 03 / SKILLS & APPROACH

- Scale the signal. Mixed-methods research — interviews, usability testing, surveys, diary studies, analytics, continuous discovery — plus the research operations and AI-assisted synthesis that keep insight useful after the study ends. AI as a co-pilot, with human judgment at the centre.
- Share the story. Findings framed as narratives teams remember, repeat, and use: FigJam boards, interview reels, and reports that balance the quick takeaway with the deeper context, building momentum across product, design, marketing, engineering, and data.
- Shift what’s next. Research that moves roadmaps, product direction, and investment choices; voice-of-customer programmes that surface risk before topline sentiment makes it obvious.
- Equity-aware research. Sustained engagement with Te Tiriti o Waitangi, social determinants of health, and te ao Māori frameworks like Te Whare Tapa Whā.

– 04 / EDUCATION & QUALIFICATIONSUser Experience Research Certification · [Nielsen Norman Group](#) 2022Bachelor of Arts, Anthropology & Linguistics · [Victoria University of Wellington](#) 2011 – 2015**– 05 / TALKS & WRITING**

“From Zero to Python Hero” — lightning talk, Friends of Figma Wellington, Sept 2025. A 3+ year journey learning to use AI well in research: AI gets us from raw data to human insight faster by acting as a co-pilot, not a replacement.