KRYSTA HARRISON

SENIOR PRODUCT RESEARCHER

www.krystaharrison.com | Greater Philadelphia Area, PA, USA | krystavh@gmail.com

PROFILE

Researcher with 10 years of experience leading end-to-end mixed-method research to inform high-impact product decisions across digital and physical consumer products. Known for translating ambiguous problems into clear research questions, synthesizing evidence into decision-ready recommendations, and aligning user insights with business and product metrics. Trusted partner to product, design, and engineering teams and is passionate about outcome-driven UX measurement and inclusive, accessible design.

EDUCATION

M.S. USER EXPERIENCE and INTERACTION DESIGN
Philadelphia University | 2015 - 2017

B.A. ANTHROPOLOGY
Temple University | 2010 - 2013
Golden Key International Honor Society

CULTURAL DIPLOMACY CERTIFICATE
Institute for Cultural Diplomacy | 2013

INNOVATION FOR SDG 4: QUALITY EDUCATION CERTIFICATE
Royal College of Art X Design for Good Academy | 2025

COMPETENCIES

RESEARCH & STRATEGY

Mixed-methods, research roadmapping, hypothesis framing, metrics definition, stakeholder alignment

METHODS

In-depth interviews, diary studies, usability testing, surveys, natural language elicitation, IA methods (card sorts, tree tests, first click)

TOOLS

UserTesting, UserZoom, Optimal Workshop, Ballpark, Decipher, Looker, Figma/FigJam, Miro, Jira, Confluence

PROFESSIONAL EXPERIENCE

COMCAST | PHILADELPHIA, PA
Lead User Experience Researcher, Global Product | June 2025 - Present
Senior User Experience Researcher, Entertainment Products (hybrid) | August 2022 - June 2025

- Leads end-to-end mixed-method research for consumer-facing products, framing ambiguous problem spaces into clear research questions and decision boundaries that guide product and design strategy
- Leads and mentors a small, globally distributed team of researchers, supporting both individual and collaborative studies
- Partners with adjacent knowledge teams (e.g. market research, data science) to inform study design, capture a holistic view of the area of study, and expand organizational impact
- Evaluates and pilots new methods, vendors, and workflows to scale research efficiency and impact
- Designs and experiments with AI both as a research accelerator and as a study area, including custom GPTs for stakeholder insight consumption and studies focused on AI-driven experiences
- Represents research in internal and external forums; contributing to thought leadership and practice evolution
- Contributes to departmental initiatives that drive cultural and process improvements

Highlights:
- Initiated, designed, and conducted the first three global user research projects at Comcast
- Presented the Xfinity Large Button Voice Remote Case study at two conferences:
    - IDSA Research Deep Dive (2023)
    - WICT Philadelphia's Tech It Out (2023)

META (formerly Facebook) | MENLO PARK, CA
Senior User Experience Researcher (remote) | October 2021 - August 2022

- Served as the research lead for Business Messaging initiatives, influencing product direction through user insights tied to adoption, usability, and long-term product strategy
- Owned the research roadmap; including balancing short-term learning needs with longer-term strategic questions and budget planning
- Oversaw studies conducted by consultants and vendors, synthesizing insights for stakeholders
- Delivered actionable insights, publishing reports on internal tools to reach appropriate audiences

COMCAST | PHILADELPHIA, PA
Senior User Experience Researcher | March 2020 - September 2021
User Experience Researcher | April 2017 - March 2020

- Informed major information architecture, content discovery, and personalization decisions through multi-method research across mobile apps, websites, TV interfaces, and remote controls
- Scoped and designed studies within varying constraints to accomplish research objectives
- Delivered key insights, mapped to business goals, to guide product decisions and strategy

PEPPERJAM | CONSHOHOCKEN, PA
User Experience Researcher | April 2016 - April 2017

- Supported research projects involving usability testing, field studies, and contextual interviews
- Created recruiting criteria and managed participant recruitment for studies
- Analyzed data to identify themes and write research reports
- Conducted heuristic and usability assessments to understand issues and recommend solutions