

# Kelly Goto

Digital UX (user experience) expert,  
design researcher and thought leader, [go2girl](#)



With 20+ years on the digital frontier, Kelly Goto is passionate about helping organizations truly understand and connect with their customers through meaningful interactive design.

She focuses on uncovering how people integrate products and services into their daily lives (design ethnography) — and shaping that meaning for the good of both clients and their customers, through user experience (UX) design. Her book, [Web Redesign 2.0: Workflow That Works](#), is a global industry classic.

Kelly currently heads up [gotoresearch](#), the global leader in research-driven strategy and solutions for digital products and connected experiences. Her clients include Samsung, Hyundai, Sony, Target, Verizon, and Pearson Education.

As a speaker, Kelly's contagious enthusiasm and keen insights have galvanized audiences around the world. Bizzabo recently named her one of [100 Speakers Who Should Be Seen More at Tech Conferences](#).

Contact Kelly today for your next event — and prepare to be surprised, enlightened, and inspired.

## What People Are Saying



Evangelist of design ethnography + pioneer in integrating research/design into real-world projects, Kelly Goto ([@go2girl](#)) is a wkshp leader! by [The Lean Startup](#)



If you're interested in emotional design, I recommend [@go2girl](#)'stalk on mapping emotion to experience by [Claire Willett](#)



I love it when people make new connections in my brain. [@go2girl](#) did on "mobile ethnography" at [#androidopen](#). <http://instagr.am/p/PvA3L/> by [Alex Howard](#)

For more information: [www.gotoresearch.com/speaking](http://www.gotoresearch.com/speaking)

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## Keynote Presentations

### Beyond Usable: Mapping Emotions to Experiences

Just below a person's conscious awareness, there are many emotional truths and beliefs that color his or her experience with a product, service, or interaction. Finding and understanding these hidden truths unlocks a whole new level of UX. Kelly Goto takes you through the mixed-methods approaches required to more deeply understand your customers, and what those insights mean for your products and services.

### What Is "The Emotion Economy" and What Does It Mean for Brands?

Today's consumer is hungry for something much deeper than a viral video. They're looking for authentic connection. In this emerging Emotion Economy, brands must build products and services that address people's unspoken feelings, wishes, and needs. And business as usual won't cut it. To succeed, companies must reinvent themselves from the inside out. Kelly Goto tells you why—and how.

### Why-Finding Workshop

Success in today's multi-device world is about connecting in a meaningful way with your end user. Join design ethnographer Kelly Goto for an immersive and hands-on workshop focusing on rapid contextual research methods and integration into lean UX processes. In this 90-minute workshop, you will explore why-finding techniques — tying practices to underlying needs and desires.