

IVAN ZVEREV / UX RESEARCHER

CONTACTS AND LOCATION

Yerevan, Armenia. Available to relocate.

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OBJECTIVE

I am a UX Researcher with over 10 years of experience. I specialize in conducting various qualitative and quantitative research studies to support product discovery and delivery. Throughout my career, I have successfully completed over a hundred UX studies for more than 50 products and provided leadership to three research teams. My professional background includes working in diverse settings, such as startups and corporations, handling both B2B and B2C products. Currently, I am eager to take on new challenges in my field.

Open to working remotely and relocating.

SKILLS

In-depth Interview, Usability Testing, Eye-tracking, Desk Research, Design-thinking, Customer Journey Mapping, JTBD Framework, Field Studies, Stakeholder Interview, Card Sorting, First Click Testing, A/B testing, Web analytics, Unit economics. Tools: Figma, Miro, Excel, SPSS, Mixpanel, GA, UserTesting, Useberry, GreatQuestion, Participant.io, Customer.io. Languages: Russian (native), English (professional working proficiency).

EXPERIENCE

DOUMO / TAXDOME

Senior UX Researcher

July 2023 - Present — **United States. Remote.**

The company provides a practice management system for accounting firms. I am responsible for building companywide UX research processes. I assist product teams in enhancing the quality of hypothesis verification, participate in recruitment activities, and personally plan and conduct qualitative and quantitative research.

The primary research methods include in-depth interviews, usability tests, surveys, card sorting, expert interviews, competitive analysis, and usability audits. We organize and map our insights using personas and CJM.

UCRAFT

Senior UX Researcher

May 2022 - July 2023 — **Yerevan, Armenia**

I was responsible for developing the research department, educating UX interns, setting up the research process and planning and conducting research studies.

My core task was to build a discovery process for a new product expanding to new markets: the US, MENA, and Western Europe. I verified product hypotheses using a wide range of generative and evaluative methods: in-depth interviews, surveys, expert interviews, competitive analysis, usability tests, and more. We used CJM and blueprints to fix, analyze, and discuss the findings.

OTKRITIE BANK

UX Research Lead

January 2022 - May 2022 — **Moscow, Moscow City, Russia**

My core task was to provide everything necessary for a successful discovery phase and keep an eye on the emotional health of the team.

- Tactical and strategic support of UX/CX research activities
- Plan and manage the capacity and workload of the team.
- Conduct a full circle of qualitative UX studies
- People management encompasses the onboarding process, performance management, emotional wellness, professional development tracking, and team happiness preservation.

OTKRITIE BANK

Senior UX Researcher

April 2020 - January 2022 (2 years) — **Moscow, Moscow City, Russia**

My objectives as a senior researcher

- Conducting full-cycle UX/CX research at every stage of concept and product creation, with a focus on understanding user insights, business needs, and customer needs, and aligning them.
- Engaging colleagues, clarifying the importance of research
- Developing methodological recommendations, introducing new practices —
- Managing a research backlog
- Communication with product and design team leads and project managers
- Mentoring juniors, providing support to colleagues

BUDU.JOBS

UX Growth Manager

September 2019 - April 2020 (8 months) — **Moscow, Moscow City, Russia**

I was responsible for all processes related to business growth through CX research (methodology, hypotheses, research) in product discovery. I conducted usability tests, made prototypes in Figma, helped the copywriter with text, and collected data with an intern analyst. In three months, we increased the customer base from 200 to 3k and grew the employer-applicant matches rate from 6 to 30%.

CATERME

UX Growth Manager

February 2019 - September 2019 (8 months) — **Moscow, Moscow City, Russia**

As a UX Growth manager, I joined a team of one of the two most successful marketplaces for catering companies in Russia. I came up with product hypotheses based on data and unit economics, performed A/B tests and usability testing. We achieved the rate of one confirmed hypothesis out of ten and made a local website redesign that decreased the bounce rate.

STAROST V RADOST CHARITABLE FOUNDATION

Digital Product Manager

September 2016 - January 2019 (2 years 5 months) — **Moscow, Moscow City, Russia**

I was responsible for all the digital products of the Foundation, conversion rate (leads — newcomers), CLTV and happiness of customers (philanthropists). I put together a digital product team and was responsible for all digital product decisions.

I conducted discovery research and prototype tests in the first usability laboratory in Russian NPO created by our team, then put the resulting prototypes into design. I also was in charge of managing outsourced developers and analysts.

Completed projects:

- Day of Happiness Crowdfunding Project <https://dayofhappiness.starikam.org>
- Mobile application for the Foundation
- Developing Foundation website

DVHB

UX Researcher

September 2014 - October 2016 (2 years 2 months) — **Moscow, Moscow City, Russia**

Small and sharp team of high-class remote IT-experts focused on high-end development for large-scale projects, web services and mobile applications. I was in charge of usability tests and prototyping, tuning research processes, and performing workshops.

FAMILY RIBBON

UX Consultant

June 2014 - July 2014 (2 months) — **Moscow, Moscow City, Russia**

Apps for seniors and beginners designed to take the complexity out of basic digital services, apps and social media. The goal of the startup was to invent

apps that will get your parents on Facebook, Skype, email, albums, medication reminders and more in just minutes.

GENTLEMAN INTERFACE

Interaction Designer

September 2013 - May 2014 (9 months) — **Moscow, Moscow City, Russia**

Small team of interaction designers and PMs. We've designed some small mobile apps, then switched to a big project of business process optimization with the help of CRM, which was successfully designed and now applied.

RAMBLER&CO

User Experience Researcher

Sep 2011 - Jan 2013 · 1 yr 5 mos — **Moscow, Moscow City, Russia**

Rambler may be called "Russian Yahoo". It includes 30+ services with a monthly audience of 40 mln people (TNS Web Index) and 1700+ employees. I was in charge of qualitative research studies of Weather and App marketplace products.

SOFTKEY

Interaction Designer

Sep 2010 - May 2011 · 9 mos — **Moscow, Moscow City, Russia**

Softkey, an online supermarket, is an international software supplier, and a recognized leader in online software sales in Russia. The company was founded in 2001. The core activity of Softkey online supermarket is sales of software from leading developers. The catalog contains an extensive list of products, including operating systems, antivirus software, utilities and games, etc. All offline logistics are built around a complex back office. I was in charge of conducting desk research studies and usability tests.

EDUCATION

Lomonosov Moscow State University (MSU) — **Moscow, Moscow City, Russia**

Specialist (Master's Degree), Engineering Psychology & Ergonomics · (2004 - 2009).

Master's thesis topic: "The differences in the perception of websites by web designers and end users" (2009).

Secondary English Language School 1287 — **Moscow, Moscow City, Russia**
