

# TATIANA RUBLEVA | Senior User Researcher

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## Skills

Concept Testing	Interviews
Personas	Diary Studies
Journey Maps	Surveys
Usability Testing	XFN Stakeholder Management
Storytelling	Research Ops & Processes
Workshop Facilitation	

## Tools

Dovetail	UserTesting
Figma	OpenSort
Condens	Miro
Adobe XD	Recollective
InVision	MouseFlow
Userlytics	Prolific
Amplitude	Tableau

## Education

### Certificate in Behavioral Design

*Irrational Labs* | October-December 2022  
Training in Behavioral Economics and Consumer Psychology

### Certificate in UX Design

*CareerFoundry* | March 2020  
400+ hours of intensive training in UX Design and Research

### Eurasian Undergraduate Exchange Program (International Affairs)

*Wharton Business School* | 2007-2008  
The only finalist (from over 3000 participants) accepted into an Ivy League university on full scholarship

### B.A., International Economics

*Russian Academy of Economics* | 2004-2009

Experienced mixed-methods researcher skilled at extracting rich, non-trivial insights that guide and de-risk product strategy. Cultivated exceptional interviewing and data analysis skills through a background in journalism and 5 years in the technology industry. Empathetic and analytical, I help teams craft impactful user experiences rooted in consumer perspectives.

## Experience

### Senior User Researcher

*Memora Health, Remote* | April 2023 – July 2023

- Boosted clinical program creation speed by 13% through comprehensive mapping that highlighted and addressed inefficiencies
- Designed research agenda for Memora's conversational AI upgrade. Secured XFN buy-in as the guiding framework for future improvement initiatives.
- Led discovery research into a new customer group of insurance case managers. Co-authored go-to-market strategy and outreach messaging based on uncovered research insights leading to first client wins.

### User Researcher

*Mahana Therapeutics, San Francisco, CA* | April 2021 – March 2023

- Overhauled 1st session of Mahana IBS program for an overall 75% improvement to completion rate
- Generated insights that led to a 30% telehealth conversion increase
- Conducted a pivotal study around digital therapeutics (DTx) perceptions, averting a strategic shift towards a suboptimal business model

### UX Designer and Researcher

*Self-employed* | January 2019 – March 2021

- Led research, design, and development of a parenting app for fathers
  - Identified a market gap and studied user attitudes and needs
  - Translated research insights into a practical tool aiming to support dads in their parenting efforts
  - Won a pitch contest, securing collaboration with a leading software engineering school – and a chance to have the app built for free

### Career Pause

*Walnut Creek, CA* | December 2016 – December 2018

I took time off to care for my young son and practice creative writing.

### Digital Communications Consultant

*Teneo Strategy, London, UK* | July 2015 - November 2016

- Optimized digital presence for clients in manufacturing, retail banking, asset management and sports sectors

### Content Strategist and Product Manager

*RBTH, London, UK* | January 2013 – May 2015

- Created and launched an online cultural magazine as part of a multidisciplinary design and development team

### Broadcast Journalist

*RT, Moscow, Russia* | August 2009 – November 2012

- Worked with a team of three to launch and run a daily TV show
- Reported on current events and interviewed subject matter experts