

Lena Kremin, PhD

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UX Researcher dedicated to crafting meaningful studies, fostering collaboration within product teams, and delivering impactful & data-driven insights. UX experience in Technology, Finance, and Health sectors.

METHODOLOGIES & TOOLS

A/B testing, benchmarking, card sorting, eye tracking, surveys, tree testing, moderated and unmoderated usability studies, data visualization, descriptive and inferential statistics, Excel, R (including packages: dplyr, ggplot, lme4), SPSS, SQL, UserTesting, UserZoom

RELEVANT EXPERIENCE

UX RESEARCHER, USERTESTING (previously UserZoom) **2022 - 2024**

- Worked on the Professional Services team, delivering on \$1M+ in sold research to product and design teams from 17 different Fortune 500 companies
- Led 26 end-to-end studies using quantitative and qualitative methods, determining the appropriate method based on business objectives and research goals
- Synthesized results for designers & product managers, translating data into actionable insights to improve product usability and adoption (client satisfaction: 100% across 5 clients)
- Consulted with clients on identifying & prioritizing their research needs, focusing product roadmaps while managing stakeholder relationships
- Managed overlapping project timelines while maintaining a high standard of research quality
- Demonstrated ability to excel both independently and collaboratively, effectively managing individual projects while actively contributing to team objectives

BEHAVIORAL RESEARCH SCIENTIST, CONCORDIA UNIVERSITY **2018 - 2022**

- Designed 5 rigorous empirical research studies, prioritizing simultaneous project demands and ensuring research quality while driving insights forward
- Developed statistical models and data visualizations for 4 projects using R, enhancing understanding of user responses
- Published 6 research articles in international, peer-reviewed journals and presented at 9 conferences, disseminating high-impact research findings among a multi-disciplinary audience

EDUCATION & ADDITIONAL TRAINING

PhD in Psychology, Concordia University, Montreal, Quebec, Canada

MA in Linguistics, Utrecht University, Utrecht, Netherlands

BA in Psychology & Linguistics, University of Michigan, Ann Arbor, MI, USA

Certification, Survey Data Collection and Analytics, Coursera (In progress)