Sergey Rozum
UX/CX-Researcher

CX/UX Researcher with wide experience in different types of research. I have worked on marketing, political, and user experience studies.

Location: Yerevan, Armenia
Expected compensation: 60 000 $ net
E-mail: mail@uxrozum.com

https://itou-keycee.medium.com/
https://telegram.me/keycee

Expertise

User Experience Research
Generative and evaluative research, strong expertise in mixed mode and comparative studies. Can conduct end-to- end research and build research processes.

Product thinking
Have both agency and in-house experience, worked with several dozens of different products. Accustomed to think about business value of research and able apply most appropriate method to the problem.

Negotiator
Perfect at mediating customer pains and needs to business. Can convert research results into actionable insights. Always keep in mind decision-making process and research role in it.

Mentor
Mentored ux-researchers at several companies, made lectures and tutorials for product owners and designers. Made popular calculator for composite indexes (such as SUM, UMUX, CSI, etc.) which is often used in industry.

Experience

VK, UXR Group Lead
02.2022 – present
 - Leading user research team in biggest social media in post-soviet space with 100 million active users

HSE, Guest lector
02.2020 – present
- Trained more than 10 streams of students
- Created a calculator for CX/UX metrics and product benchmarking

Sberbank of Russia, Head of UX Research
09.2019 – 02.2022

- Organized the work of the department - Introduced remote research methods
- Created a set of heuristics for testing voice interfaces
- Increased the productivity of the department
- Introduced training seminars for internal customers
- Worked with b2b-products and data monetization department

MTS Group, Lead UX Researcher
11.2018 - 09.2019

- Created templates for each stage of the research process
- Created a field usability lab

Usability Factory, Usability analyst
11.2016 - 11.2018

- Introduced JTBD research and the Kano model
- Redesigned the SUM calculator and created a template for calculating the UMUX index
- Attended Profsoux 2019 as a speaker

WCIOM, Assistant in Department of Monitoring and Electoral Research
04.2016 - 10.2016

- Collected an interactive prototype of a dashboard with electoral data from improvised materials
- Received a written commendation for my work on the 2016 exit poll

TNS Global, Interviewer
03.2015 - 07.2015

- Worked with quantitative studies for FMCG and Retail

Education

Higher School of Economics
Master's degree, Sociology
2016 – 2018

Moscow State University of Transport (MIIT)
Bachelor's degree, Sociology
2011 – 2016

Russian University of Humanities
High School Diploma, Government Management
2009 - 2011

Toolkit

Methods

- Online/F2F/CATI Surveys
- Tree testing, card sorting
- Focus groups, dyads
- In-depth interviews
- Contextual inquiry
- Usability tests
- True Intent Studies
- Diary studies
- Desktop studies
- Ethnography
- Data parsing
- Narrative/ Discourse analysis
- Descriptive/ Inferential analysis
- Atomic Research, Zettelkasten
- Longitudinal research

Software

-Alchemer/SurveyGizmo/Limesurvey
- Usabliity Factory
- SPSS
- R, RQDA
- Python
- MS Office
- Adobe Photoshop
- Dovetail

Languages

- Russian
- English