

# Nikita Chumak, UX Researcher

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Warsaw, Poland

Experienced professional with 7 years in user-centered research across tech, startups, B2B, B2C, AdTech, FinTech, and UGC platforms. Background in Social Psychology and Data Analysis, specializing in understanding human behavior, scoping research needs, and driving experience improvements.

## WORK EXPERIENCE

Senior UX Researcher

Jan 2023 - present

[Yandex](#) — TOP-5 Tech company in Eastern Europe

- Responsible for building the UXR practice at Yandex Ads, acting as solo UXR serving 4 squads (6 PMs, 4 UX Designers and 2 Marketers)
- Increased the upsell process by 1.5% by implementing recommendations with results from in-depth interviews and usability testing
- Reduced time to check simple product hypothesis from a minimum of 7 to 1 day by democratization research with implemented speed dating with users
- Influenced the decision to redesign the UI concept of a new product for the most massive segment of Yandex Ads with usability testing

Senior UX Researcher

Apr 2021 - Sep 2022

[Pikabu](#) — a Russian analog of Reddit with 140+ million visits per month

- As the first researcher in the company established the research function from scratch a comprehensive UX research process by implementation of qualitative (in-depth interviews, usability testing) and quantitative (surveys, data analysis, CSAT) methodologies in the product development process
- Increased registration conversion by 45% with the results of usability testing
- Increased the product team engagement with UX by proving the correlation between CSAT and user behavior
- Implemented UX task prioritization by setting up CSAT scores for regular UX measurement and pain points identifying

UX Researcher Lead at MTS Bank

Dec 2018 - Apr 2021

- Increased tNPS of self-service devices from -3 to 45 by implementing recommendations with results from usability testing and data analytic
- Enhanced research efficiency by faster turnaround times by 26% by optimizing the in-house research cycle and solving respondent recruitment challenges
- Led a research team of four to improve UX focused on fintech; managing the workload, goals, and qualitative work of the team

## SKILLS

- User Experience: Communication, Qualitative research, Usability testing, In-depth user interview, Heuristic Evaluation, Quantitative research, Survey Design, UX Design Principles, UX Measuring, HCI & UCD, Design Thinking, Data Analysis, Statistical Analysis.
- Tools: Maze, Figma, RStudio, SQL, Excel, Google Analytics, Generative AI, Alchemer, Axure.
- Languages: English C1, Russian native, Ukrainian B2.
- Education: BA Social Psychology, UNECON, Saint-Petersburg, Russia, 2012-2016.