

Anastasiia Pozdniakova

UX Researcher (Mixed-Methods)

5+ years driving product strategy through user insights

Google-certified UX Researcher specializing in end-to-end mixed-methods research for digital platforms. I combine qualitative depth with quantitative validation to translate complex user needs into actionable strategies: from reducing churn by 28% to shaping product roadmaps in agile, fast-paced environments.

EXPERIENCE

LigoLab - UX Researcher (US) Apr 2023 – Present. *Enterprise healthcare software (B2B SaaS)*

- Led end-to-end mixed-methods research (usability testing, interviews, surveys, competitive analysis) Led end-to-end mixed-methods research in fast-paced agile cycles (<20 days), identifying 5 critical navigation issues that directly shaped engineering priorities and improved user satisfaction
- Conducted a competitive audit that guided 7 search functionality improvements which reduced task on time metric by 12% and improved users' confidence.
- Partnered cross-functionally with PMs, engineers, and designers to translate research findings into clear product strategies
- Applied AI-assisted qualitative analysis to accelerate synthesis and uncover behavioral patterns

Profi.io - UX Researcher (US) Dec 2022 – Feb 2024. *B2B SaaS platform helping professionals serve their clients*

- Led key research initiatives for a two-sided marketplace, understanding distinct needs and behaviors of service providers selling their expertise and clients purchasing services
- Championed the creation of a comprehensive research roadmap from generative to evaluative stages, which directly informed the redesign of 6 key product features
- Synthesized insights from user interviews, surveys, and behavioral analytics to identify 6 service delivery gaps and guide product redesign
- Drove measurable business impact: Research insights contributed to 28% reduction in churn, 15% reduction in support tickets and improved conversion comfort
- Measured and monitored product improvements through post-launch analytics (FullStory), tracking how changes influenced user behavior and satisfaction
- Empowered cross-functional teams through UX workshops and co-creation sessions, enabling stakeholders to participate in high-quality research

Seattle Sun Seeker - UX Researcher/Designer (Seattle, WA) Mar 2021 – Aug 2022.

Consumer web app for outdoor enthusiasts - researched leisure decision-making, booking behaviors, and trip planning workflows

- Led end-to-end research and design for consumer-facing web app, achieving 90% SUS score through iterative usability testing
- Conducted full-cycle moderated usability studies that informed major redesigns and launched 3 new features
- Synthesized qualitative and quantitative data to build holistic understanding of user needs and behaviors

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[LinkedIn](#), [Portfolio](#)

EDUCATION

Google UX Design Professional Certificate | UX research methods, usability testing, data-driven design | 2021

Master's Degree in Education | South Ural State University, Russia | 2008-2013

CORE COMPETENCIES

Research Methods: Usability Testing, User Interviews, Contextual Inquiry, Surveys, Diary Studies, Competitive Analysis, Card Sorting, A/B Testing, Behavioral Analytics

Strategic Skills: Research Roadmap Development, Product Strategy, Stakeholder Management, Cross-Functional Collaboration, Research Democratization, Mentorship & Training

Tools & Platforms: UserTesting, UsabilityHub, Respondent, Dovetail, FullStory, Jira, SurveyMonkey, Typeform, Zoom, Miro, Figma, Notion, Productboard

Analysis & Synthesis: Qualitative Coding, Thematic Analysis, Statistical Analysis, Data Visualization, AI-Assisted Analysis, Insight Storytelling

Languages: English, Russian

