LENA **KREMIN**

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EXPERIENCE

2022 - PRESENT
UX RESEARCHER, USERZOOM (now part of UserTesting)
- Conduct end-to-end, agile studies, identifying pain points to improve product usability for businesses in the tech, communications, finance, and health sectors
- Decipher research results for cross-functional teams, translating quantitative and qualitative data into actionable insights and narratives
- Be a strategic partner for clients, helping them identifying high priority research topics from business objectives and develop a long-term research roadmap

2018 - 2022
DOCTORAL RESEARCHER, CONCORDIA UNIVERSITY
- Designed 5 independent, overlapping end-to-end research studies, prioritizing project demands while driving insights forward
- Analyzed and visualized data on user responses for 4 projects, interpreting and contextualizing research results
- Published 3 articles in international journals and presented at 9 conferences, disseminating research findings among a multi-disciplinary audience

2020 - 2021
COURSE INSTRUCTOR, CONCORDIA UNIVERSITY
- Collaborated with 3 instructors and 2 teaching assistants across academic ranks, negotiating expectations and delegating tasks
- Adapted course content, teaching 75 students from various backgrounds about research methods (student rating on clarity of communication: 4.3/5)
- Pivoted to virtual teaching during the pandemic, maintaining efficient and quality instruction (student rating on being an overall effective teacher: 4.75/5)

SKILLS

RESEARCH METHODS
- Eye tracking
- Interviews
- Surveys
- Usability studies
- A/B testing

STATISTICS
- Descriptive and inferential statistics
- Linear and logistic mixed modeling
- Pupillometry

SOFTWARE & PROGRAMMING
- R
- SPSS
- SQL
- UserTesting
- UserZoom

EDUCATION

2022 **PhD in Psychology,** Concordia University
2017 **MA in Linguistics,** Utrecht University
2015 **BA in Psychology & Linguistics,** University of Michigan