

Sergei Konishchev

User Experience Researcher

+7 985 138-26-76
Sergei@SeniorUXResearcher.com
33 years old - Married
Moscow (Russia), open to relocation

Profile

10+ years of experience, in-house and contract. Expert in quantitative and qualitative research methods such as User Interview, Usability testing, Personas, User scenario, A/B testing, Surveys, etc. Skilled at prototyping from quick solutions on paper or Axure RP to simple MVP made in Python + HTML/CSS/JS. Master's degree in Systems Analysis.

Experience

2012 - now

UX Researcher - Self-Employed

Contracted by various companies for periods from 1 month to several years. Research how users study and use the product in different contexts and for different tasks. Inventing and prototyping solutions to fix UX problems found.

Major game projects:

- + **Guild of Heroes.** Organized playtests with new and experienced players. Improved onboarding with step-by-step complication. Most of the problems identified and fixed through the mental model check. **Result:** Increased Day 7 retention and LTV. A year after my contribution monthly revenue grew 10 times up to 1 000 000 USD
- + **War Robots.** Research of noise in battle mode and finding solutions to reduce it. Improved communicating the value of products for monetization. Upgraded interfaces to edit the robots. **Result:** Increased Day 1 retention and ARPU. A year after I had contributed, the profit was significantly increased which resulted into the company being sold for 31 000 000 USD
- + **Dragon's Prophet** desktop MMO from Chinese developers, which needed to be adapted for European players. Long-term work to improve ux crafting, taming, upgrades, etc. **Result:** Day 1 & Day 7 retention has grown significantly only through to improvements in UX

Major business projects:

- + **BrainySoft** - financial SaaS. Studied roles, personas and scenarios. Invented and prototyped a new service from scratch. Implemented iterative ux-testing of the product during its development. **Result:** Increased the percentage of user who was able to use the service without instructions
- + **ECG Dongle** - mini home ECG device and medical app. Interviewed doctors, patients, customer development and business development. Invented new ux for app, ECG report and onboarding - simplified medical nuances and delivering value of ECG at home. **Result:** Improve ARPU and Second use rate.

2012 - 2013

Co-Founder & Product Designer - StarTowns [GameDev StartUp]

3.5 years before the release of "Pokemon GO", we made a geolocation-based game. Invented, prototyped and published in the open alpha test different versions of game design. We presented our project to potential investors and won a place in the business incubator of MSU.

2011 - 2012

Senior UX Researcher - InfotEX [Producer VPN Software and Hardware]

UX research, gathering business requirements, prototyping and drawing UI.

Major projects:

- + New web-product for VPN admins. Researched user scenarios and created customer journey maps, story maps and prototypes
- + Created corporate ux guidelines for web through the study of all ux research and design options
- + New product for creating and controlling comprehensive testing. Interview testers, managers of testing department and customers. Analysed all testing scenarios and did the HTML prototyping.

2011

Producer & UX Researcher - Destiny [GameDev]

I was invited to ensure the release of a product which couldn't have been released for more than 3 years. Accomplished the product release in 4 months. Also advised on the UX of the other projects.

Major projects:

- + Decomposed and researched all parts of game design through scenarios and monetization. Strengthened the morale of the team. Created and developed new onboarding and a system of upgrades. Brought the project to release in due time
- + Launched the development new game project. Hired a team. Ensured the launch of an MVP. Managed the team, analyzed user scenarios, organization and conducting players interviews.

2007-2009

System Analyst - Begun [contextual advertising service, had a 35% market share in 2007-2009]

gather requirements and vision of all the projects of the company from top managers. Come up with solutions that meet the requirements and reconcile inconsistencies. Described UML models of business processes and prototyped interfaces.

Education

2008

Master's degree in Systems Analysis

Dubna State University [#53 in the top Russian universities rating]

Additional Training:

- + User interface and information presentation - 08.2018, Design-bureau of Artem Gorbunov
- + Creating interfaces: design from strategy to testing - 04.2016, Netology
- + UX/UI intensive: Usability and website Design - 02.2011, RealTime schools

Skills

- + **UX research methods:** User Interview / Focus Group, Personas, User scenario, Mental model, Diary studies, Surveys, Competitor analysis to identify UX patterns, Consumer Journey Map.
- + **Quantitative metrics:** LTV, ROI, Retention Rate, Revenue / ARPU / ARPPU, Paying Share, Repeat Purchase Rate, DAU/WAU/MAU, CPA, CPC - to identify massive UX problems and verify UX solutions
- + Main **tools** for **prototyping:** Axure RP, Paper prototype and HTML/CSS/JS.
Also used: Photoshop, Figma, Adobe XD, and Sketch
- + **Cognitive psychology:** Research on the causes of barriers, motivation and nuances of product use. Understanding the real problems and needs of users that might be behind their words. Interpretation of irrational behavior and cognitive bias.
- + **Python** for quantitative research and creating analytics tools, **CSS+HTML+JS** for prototyping or MVP (minimal value product) for UX research and testing
- + **English:** Writing - upper-intermediate, Speaking - intermediate.
Actively studying with a personal teacher.