

Andrii Lenyshyn

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HCI Researcher with 3 years of combined industry (B2C security software) and academic (VR health) experience. Skilled in qualitative and quantitative research, usability testing, and turning insights into actionable product improvements. Passionate about advocating for user needs and enabling cross-functional teams to make research-driven decisions. Proven track record of UX projects (under NDA), with additional details available upon request.

EXPERIENCE

McAfee

(remote) Waterloo, ON, Canada

UX Researcher

May 2025 — current

- Led multiple end-to-end research projects: FullStory behavioral analytics studies and usability studies across onboarding, authentication, cart, and auto-renewal flows.
- Planned and conducted exploratory and evaluative studies, including defining research goals, designing interview guides, recruiting participants, and synthesizing results.
- Uncovered critical issues in onboarding workflows; insights informed design changes that reduced user friction and accelerated product adoption.
- Analyzed cart interactions with FullStory (rage/dead clicks), uncovering usability gaps.
- Identified authentication flow issues that interrupted login; findings drove a redesign of authentication steps.
- Conducted usability testing on auto-renewal, uncovering issues blocking business strategies.

Computational Health and Interaction Lab

Toronto, ON, Canada

HCI Researcher/VR Developer

May 2022 — current

- Designed and executed generative and evaluative studies on VR health interventions, including eye strain mitigation and emotion recognition.
- Managed multiple projects, from exploratory problem definition to experiment design, data collection, and synthesis.
- Developed repeatable, scalable research protocols, used across multiple studies with 30+ participants.
- Developed and tested multiple VR environments, including a gamified cognitive assessment(CA) and a digital eye strain(DES) detection & classification tool.
- Published findings from my research on CA at **CHI PLAY 2024**, demonstrating how VR can be leveraged for novel health-related applications.

Department of Computer Science UofT

Toronto, ON, Canada

Lead Teaching Assistant CSC428/2514 Human-Computer Interaction

Sep 2023 — May 2025

- Led 1-on-1 sessions and provided mentorship for 60+ students.
- Developed grading scheme guidelines and created detailed documentation for assignments to ensure consistency.
- Restructured administrative processes as Lead TA, improving efficiency within the course teaching team.

Ernst & Young

Kyiv, Ukraine

LMS Manager

Feb 2021 — Apr 2022

- Led product development for digital learning platforms, improving customer engagement.
- Automated data pipelines for customer feedback, improving response time and data-driven decision-making.
- Led LMS enhancements, optimizing UI/UX for internal teams and external clients.

EDUCATION

University of Toronto, ON, Canada

Sep 2023 — Current

MSc in Computer Science

GPA: 3.9/4

Lviv Polytechnic National University, Lviv, Ukraine

Sep 2018 — Jun 2023

Bachelor of Computer Science

CGPA: 87.47/100

SKILLS

Research Methods: Usability testing, user interviews, A/B testing, thematic analysis, affinity mapping

Tools & Analytics: Qualtrics, FullStory, dscout, EnjoyHQ, Figma, Adobe Suite

Development: Unity, C#, Git, LaTeX, Python (Pandas, Matplotlib, Scikit-Learn), rapid prototyping

Soft skills: Cross-functional collaboration, problem-solving, critical thinking, attention to detail

AWARDS

UHN Research Stand with Ukraine program | \$6000 CAD

2024

Mitacs Globalink Research Internship Award | \$12000 CAD

2023

George And Helen Vari Scholars At Risk Awards | \$20000 CAD

2022