

# KRISZTINA BIRÓ

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## EXPERIENCE

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### UX Researcher at KCM Tech

*Remote • January 2025 –*

- Currently redesigning the user experience of an e-commerce portal serving over 10,000 users.
- Planning and conducting user research over a two-month period using methods such as interviews and pitch provocation to identify new feature opportunities.

### UX Designer Intern at SmartX

*Budapest, Hungary • July 2023 – September 2023*

- Designed a Document Management System (DMS) for our client, enabling compliance with new legislation and streamlining internal processes, which achieved a 94% satisfaction rate among key users within the first month of usage.
- Conducted user research over 2 weeks with 3 key users, utilizing methods such as contextual inquiry and task analysis.
- Performed 4 rounds of user testing with 5 target users to iterate early on early design concept, resulting in a 28% increase in task success rate.
- In addition to our initial client, 3 more institutions expressed their interest in purchasing the software.

### UX Designer Intern at Vodafone VOIS

*Budapest, Hungary • October 2022 – April 2023*

- Designed new user flows and redesigned existing user journeys for the UK webshop, resulting in an 18% increase in the conversion rate.
- Identified pain points through 2 rounds of user testing, utilizing interviews and questionnaires.
- Achieved a 23% increase in Customer Satisfaction Score (CSAT) by iterating on the design through A/B testing.

### Band manager for 4Bards and Zkar

*Budapest, Hungary • August 2019 – July 2023*

- Organized concerts and managed Spotify and social media accounts for Hungarian alternative bands, helping them reach thousands of active listeners.

## SKILLS

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- Technical: Figma, Sketch, HTML/CSS, JavaScript, Python, PHP, C#, Unity, Blender, Contentful
- Tools for User Research: Userfeel, Dscout, Crazy Egg
- Collaboration: Agile Development, Jira, Slack

## EDUCATION

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MSc in Interactive Media Technology – KTH Royal Institute of Technology, Stockholm (2024 – 2026)

BSc in Communication and Media Science – ELTE, Budapest (2020 – 2023)

BA in Chinese Language and Culture – ELTE, Budapest (2021 – 2024)