SAGIT LILACH GUETA

SYSTEM ANA

CONTACTS

📞 +972507129712

✉ sagitg2512@gmail.com

📍 Israel

SKILLS

Usability Testing

Qualtrics

Research

SQL (Programming Language)

Python (Programming Language)

Quantitative Research

Figma (Design Software)

Tableau (Business Intelligence Software)

SPSS (Statistical Software)

Project Management

Microsoft Office

Qualitative Research

Statistics

UX Research

Cognitive Psychology

LINKS

Linkedin:
https://www.linkedin.com/in/sagit-gueta/

LANGUAGES

Hebrew

English

ABOUT ME

Skilled and accomplished analyst, with a M.Sc in Cognitive Psychology and Human Factors Engineering. Experienced in utilizing a combination of qualitative and quantitative research strategies to understand human behavior and decision-making. With a strong background in analytical and statistical analysis, research project management, usability testing, UX research, and questionnaire construction, I possess the necessary skills to collect and analyze data to uncover valuable insights.

WORK EXPERIENCE

Product analyst , Appleseeds , Ramela
Aug 2023 - Present

Responsible for characterizing the various activity scenes within the organization: understanding their unique characteristics and requirements. Creating a customer journey: - Developing a tailored customer journey to enhance engagement and satisfaction, mapping out the entire customer experience. Establishing a robust measurement system to track key performance indicators and assess the effectiveness of activities and initiatives. Analyzing data collected from various sources to derive insights and trends, and producing comprehensive reports for internal stakeholders and decision-makers. Identifying business opportunities and defining strategies for the development of products and services tailored to different activity scenes within the organization.

Teaching Assistant, Technion Institute of Technology
Oct 2021 - Present

Assisted in teaching the Innovation MBAcourse, including preparing course materials, grading assignments, and holding office hours. Conducted reviewsessionsto help students prepareforexams and assignments. Facilitated class discussions and led group activitiesto encourage active learning and engagement. Provided one-on-one supportto students who needed additional assistancewith coursework.

Course Practitioner, Netanya Academic College
Present

Oversaw 2 differentcourses: Introduction to Psychologyand Research Methods. Mentored new immigrants students (Olim) from all around theworld through various academictopics such as statistics, economics, and sociology. Helped prepare course materials and assignments, ensuring thattheyaligned with course objectives and outcomes.

Technical Instructor, Sysnet
Jan 2019 - Jan 2020

Taught MicrosoftOffice, Adobe Photoshop, web design, and otherinterfacesto groups and individuals Developed and delivered lesson plans, exercises, and assessmentsforeach course Provided technical supportand troubleshooting assistanceto students during and afterclass Hebrew - Native English - Fluent

EDUCATION

Master of Science, Technion Institute of Technology, Haifa
2022

During my Master's program, I achieved a GPA of 93, demonstrating strong academic performance and commitment to learning. I conducted research on responsibility, situational awareness, and meta-cognition in teamwork, under the guidance of Prof. Avi Parush. I co-authored a publication in the International Journal of Healthcare Management on "Unmasking expert decisions: Clinicians decision making during a pandemic outbreak". My research focused on understanding human behavior and decision-making during pandemic outbreaks.

Bachelor of Arts, Netanya Academic College, Netanya
2020

Graduating Summa Cum Laude with a GPA of 98, I showcased exceptional academic performance and dedication to the field. During my undergraduate program, I completed courses in Introduction to Psychology and Research Methods, providing me with a strong foundation in these fields.