

# DENIS BULYGIN

## MS in HCI, Data Analyst

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## SUMMARY

To be an effective Data Analyst for digital products, I combine years of Data Analysis experience with my skills in Product Development and UX design. My background in research, design, and programming lets me efficiently elicit the requirements and tailor my insights to stakeholders' needs.

## SKILLS & TOOLS

**Data Collection:** Web-scraping, Experiments, Surveys, User Analytics, Audience Analytics, API

**Data Processing:** Python (Pandas, Scikit-learn, NumPy, nltk), R (tidyverse, reticulate, ggplot, rvest), SQL, MongoDB

**Data Visualization:** Tableau, Grafana, Flexdashboard, Plotly

**Data Analysis:** Statistical Inference, Natural Language Processing, Network Analysis

**Product Development:** Agile, Jira, Confluence, Stakeholder management, Proactive Decision making, Git

## WORK EXPERIENCE

### Royal IHC

#### Product Manager

Nov'23 – Apr'24

Kinderdijk, the Netherlands

- A PM internship at Royal IHC – B2B SaaS company providing decision support systems for fleet owners
- I led a product discovery for a data export functionality from a road map item to a set of features
- For these features, I conducted a feasibility assessment, designed and evaluated UI mock-ups for the MVP in collaboration with the product owner, UX designer, software engineers, and other internal stakeholders
- For these features, I elicited the requirements for the user analytics infrastructure in collaboration with the data and software engineering teams

### TU Delft

#### PhD Candidate

Oct'21 – Dec'23

Delft, the Netherlands

- **Research area:** Automatic interview collection for user research via smart speakers
- I developed a chatbot using Python to collect voice responses, automatically transcribe them via GSTT API, and store them in the local MongoDB database which I then analyzed using R (rstats, tidyverse, tidytext)
- I designed and taught the modules on text processing and classification trees with Python for the course "Machine Learning for Design"
- I co-designed and taught a workshop on Stakeholder mapping for master students of Industrial Design Engineering as part of the course "AI & Society"

### HSE University

#### Learning Experience Designer & Instructor

Jan'19 – Oct'21

St-Petersburg, Russia

- I taught a minor program "Data Science" for 2-3 year bachelor non-STEM students and a course "Information Systems" with focus on data manipulation in Tableau and Excel
- I ran a series of workshops on Dashboard visual perception and design
- I am a co-developer of [Information Systems UX & Design](#), the first HCI master's program in Russia emphasizing designer-engineer collaboration ([Details](#))
- I received "Best Teacher" award based on students' assessment of my courses

### Machine Learning and Social Computing Group

#### Junior Researcher

Jan'17 – Dec'20

St-Petersburg, Russia

- I analyzed factors of price differentiation by applying Model-Based Partitioning and Conditional Inference Trees to web-scraped market data of ~1000 assets in Steam Community Market

- I analyzed spectators' reactions to on-screen events by applying time series with KPSS test and Structural Topic Modeling to ~3 000 000 messages ([Details](#))
- I extracted players' judgments about virtual items by applying POS-tagging, Structural Topic Modeling, and sentiment analysis methods to ~280 000 Reddit posts

## AWARDS

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- "Best Teacher" award (2021) – for students' assessment of taught courses (Top 20%)
- Visby Scholarship (2017) – a scholarship to cover tuition fees for master's studies and living expenses (Top 6%)
- Undergraduate State Academic Scholarship (2016, 2017) – a scholarship for research publications of bachelor students

## PROJECTS

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- I increased the conversion rate of visits to orders when I redesigned a flower store homepage by applying JTBD framework, heuristic UX evaluation, and Figma ([Details](#))
- I conducted A/B test analysis for a UI redesign click-to-order conversion rates ([Details](#))
- I mentored ~10 students to get admitted to master studies with a scholarship by applying user-centered principles to writing the guidelines and consulting

## EDUCATION

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### M.S. in Human Computer Interaction

#### Uppsala University

📅 Sep'17 – Aug'19

📍 Uppsala, Sweden

- Visby Scholarship
- Thesis (**Pass with distinction**): How do people evaluate virtual goods in social media? The case of Dota2

Experiments

User Testing

Usability Evaluation

Prototypes

Wireframes

Visual Design

Mock-Ups

Interaction Design

### B.S. in Sociology (Social Data Science)

#### HSE University

📅 Sep'13 – Jul'17

📍 St-Petersburg, Russia

- Bachelor program with a focus on sociological analysis of internet data, digital footprints, and human-computer interaction
- Thesis (**10 out 10**): Value construction of virtual goods. The case of Dota2

Qualitative research

Surveys

Quantitative research

Data analysis

ML

R

Data analytics

Regression modeling

## CERTIFICATES

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- Natural Language Processing with Classification and Vector Spaces by DeepLearning.AI via Coursera
- Hypothesis-Driven Development by University of Virginia via Coursera
- Designing with the Mind in Mind: The Psychological Basis for UI Design Guidelines. By Jeff Johnson via CHI'19
- Insights in Experimental Data through Intuitive and Interactive Statistics by Jean-Bernard Martens via CHI'19
- Introduction to Data Science in Python by University of Michigan via Coursera

## LANGUAGES

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- English (C2)
- Dutch (A1) (and learning)
- Italian (A1)
- Russian (Native)