DENIS BULYGIN

MS in HCI, UX Researcher

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SUMMARY

To be an effective UX Researcher I combine years of user research experience with design expertise from working in service and product design. My background in research, design, and programming helps me ask the questions that actually inform the design process, gather relevant answers, and communicate them to the team in clear, unambiguous terms.

SKILLS & TOOLS

Product: Jobs-To-Be-Done, Competitive Analysis, Customer Journey Mapping, Impact Matrix, Figma, Agile (Scrum), Jira, Confluence, Miro, Service Blueprints, Stakeholder Mapping, User Flows
Programming: R (C1), Python (B1), SQL (A1), HTML (A1), CSS (A1)
Technical skills: NLP: POS tagging, sentiment analysis, topic modeling; Machine Learning; Statistical Inference; Data visualization; Web-scrapping
User research: Interviews, Surveys, Activity logs analysis, Usability Assessment, UX guerilla methods, CUI heuristic evaluation, Experiments

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
- I evaluated alternatives for a low-code front-end toolkit to assist the solution architect in researching a tech stack for an IoT project.
- I improved the discoverability of documentation by updating the documents and introducing templates based on Confluence space analytics, interviews, and my onboarding experience

TU Delft

PhD Candidate

Oct'21 – Dec'23 | Delft, the Netherlands

- **Research area**: Automatic interview collection for user research via AI-enabled smart speakers
- I designed a service blueprint for automatic interviewing from PoV of the user researcher
- 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 analyzed using R
- I designed and taught the modules on text processing and classification trees 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 am a co-developer of Information Systems UX & Design, the first HCI master's program in Russia emphasizing designer-engineer collaboration (Details)
- I led the product design component of the program, analyzing competitors in education and job requirements for relevant positions
- I developed and taught the courses "User-Centered Design & Prototyping" and "User Research Methods" in collaboration with the Software Engineering instructor to ensure the design is taught in the broader development context
- I taught a minor program "Data Science" for 2-3 year bachelor non-STEM students and a course "Information Systems" with a focus on data manipulation in Tableau and Excel
- I ran a series of workshops on Dashboard visual perception and design

- 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-scrapped market data of 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' judgements about virtual items by applying POS-tagging, Structural Topic Modeling, and sentiment analysis methods to ~280 000 Reddit posts
- Via a workshop, I and my colleagues explored the students' perceptions of the change in their social interactions during the COVID-19 pandemic

AWARDS

- "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

- 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

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

- **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

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