

Alexandra (Sasha) Vtyurina, PhD

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in avtyurina

I am passionate about combining qualitative and quantitative methods to derive insight about users' behaviours and motives. I combine academic vigour with fast-paced industry processes to produce informed, data-driven solutions.

SELECT WORK EXPERIENCE

ZuvaAI (prev. Kira Systems), Research Scientist

May 2020 - Present

Remote, Canada

I design and run external and internal user studies to evaluate product prototypes, prioritise future development, examine internal company processes. In my work, I use a variety of methods, including interviews, surveys, ethnological observations, and focus groups. On the quantitative side, I lead the design and development of the company's data analytics pipeline, enabling easy access to product usage data for stakeholders, while overcoming budgetary constraints.

Microsoft Research, Research Intern

Jun - Sept 2018

Redmond, WA, USA

Developed a voice-based system to mitigate issues of online web browsing by people who are blind.

Microsoft Research, Research Intern

Jun - Sept 2017

Redmond, WA, USA

Designed and conducted a research study to understand the pitfalls of using a voice-based conversational assistant during the process of cooking a culinary recipe.

Tochka Kipenia, Objective-C Developer

Apr - Aug 2014

Rostov-on-Don, Russia

Developed an internal tool for providing assistance of the manual quality assurance processes.

Microsoft Research, Research Intern

Jun - Sept 2013

Redmond, WA, USA

EDUCATION

PhD, Human Computer Interaction

2014 - 2021

University of Waterloo, Canada

Thesis title: Supporting Voice-Based Natural Language Interactions for Information Seeking Tasks of Various Complexity.

Advisors: Charles Clarke, Edith Law

MMath, Computer Science

2011-2013

Southern Federal University, Russia

Thesis title: Video-based Analysis of Human Body Motion.

Advisors: Sergey Anishenko and Vitaly Bragilevsky

BSc, Applied Math and Computer Science

2007-2011

Southern Federal University, Russia

Thesis title: Maze Navigation Using Computer Vision.

Advisor: Vitaly Bragilevsky

TECHNICAL SKILLS

Quantitative Analysis Tools	Python, pandas, numpy, bokeh, matplotlib
Qualitative Analysis Tools	MaxQDA, Atlas.ti, Dovetail, Miro
Methods	Interviews, controlled usability studies, ethnographic observations, survey development, crowdsourcing
Fluent in	English, Russian

SELECT PUBLICATIONS

- Kerr C, **Vtyurina A**, Roegiest A. *Building a Better Mousetrap: Tools and Processes for Selling A Company*. // CHIIR 2023 [📄](#)
- **Vtyurina A** *Supporting Voice-Based Natural Language Interactions for Information Seeking Tasks of Various Complexity* (Doctoral dissertation). // University of Waterloo 2021 [📄](#)
- **Vtyurina A**, Clarke C, Law E, Trippas JR, Bota H. *A Mixed-Method Analysis of Text and Audio Search Interfaces with Varying Task Complexity*. // ICTIR 2020 [📄](#)
- **Vtyurina A**, Fourney A, Morris MR, Findlater L, White RW. *VERSE: Bridging Screen Readers and Voice Assistants for Enhanced Eyes-Free Web Search*. // ASSETS 2019 [📄](#)
- **Vtyurina A**, Fourney A, Morris MR, Findlater L, White RW. *Bridging Screen Readers and Voice Assistants for Enhanced Eyes-Free Web Search*. // WWW 2019 [📄](#)
- **Vtyurina A**, Fourney A. *Exploring the Role of Conversational Cues in Guided Task Support with Virtual Assistants*. // CHI 2018 [📄](#)
- **Vtyurina A**, Savenkov D, Agichtein E, Clarke C. *Exploring Conversational Search With Humans, Assistants, and Wizards*. // CHI 2017 [📄](#)
- **Vtyurina A**, Clarke C. *Let me Google it for you*. // Second WebQA workshop on SIGIR 2016
- **Vtyurina A**, Clarke C. *WaterlooClarke: TREC 2016 LiveQA Track* // TREC 2016.
- Sarrafzadeh B, **Vtyurina A**, Lank E, Vechtomova O. *Knowledge Graphs versus Hierarchies: An Analysis of User Behaviours and Perspectives in Information Seeking*. // CHIIR 2016 [📄](#)
- **Vtyurina A**, Dey A, Sarrafzadeh B, Clarke C. *WaterlooClarke: TREC 2015 LiveQA Track*. // TREC 2015