



Salah Mussa

User Experience Researcher

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Portfolio

salahmussa.com

Skills

- UXR Planning
- User Recruiting
- Interviewing
- Usability Testing
- A/B Testing
- Surveys
- Knowledge sharing & Presenting
- People management
- JTBD / User Stories
- UI Design & Prototyping

Tools

- Notion
- Miro
- Maze
- Figma
- Usabilityhub
- Trello
- Respondent
- HotJar

Languages

English	C1
Spanish	A1
Ukrainian	Native

Experience

UX Researcher - Lead UX Researcher

Jooble • Kyiv • FEB 2021 - Present

DTE Ukraine Project (Later DTE Hungary & DTE Romania)

- Full-scale research for the DTE Ukraine project in both B2C & B2B segments.
- Using both quantitative and qualitative research methods, conducted regular interviews with users, (un)moderated usability tests, A/B tests, surveys e.t.c.
- Regularly shared and presented research results across product and development teams clearly and interestingly.
- Closely collaborated with product analytics and data science teams to supplement/validate research discoveries with additional quantitative data.
- Was able to regularly discover insights that not only improved the experience of the user but also increased key metrics - conversion rates, user retention, and revenue.
- Worked on updating existing & created several new UXR Artifacts for the project.
- Managed to get a seat at the table of the executive team advocating for users and taking part in making strategic decisions.
- Full-scale research for DTE HU & RO in collaboration with the sales team and translators.

Jooble Aggregation

- Launched UXR for the biggest Jooble project - Aggregation.
- With team conducted a large discovery project across 7 countries (US, CA, UK, DE, FR, AT, NL)
- As a result, created huge knowledge and insight base about users for the product teams to use regularly.
- In collaboration with the team successfully shared the knowledge of UXR and its importance across development and product teams that had no previous experience working with researchers.

UX Researcher & Product Designer

ALVUM • Barcelona • OCT 2019 - SEP 2020

- Full redesign of existing digital healthcare e-commerce.
- Planning and conducting strategy for the whole research phase of the project.
- Performed several user interviews, usability tests with users, prepared surveys at different stages of the project.
- Created user/customer journey maps.
- Was responsible for Design System creation and support.

UX Consultant

Freshy Store • Barcelona • FEB 2020 - APR 2020

- Performing UX Audit of existing e-commerce service.

UI Designer

Freelance • Kharkiv • JUN 2018 - SEP 2019

- Applied my skills in UI Design. Worked with international clients . Mainly used and worked with Google Material design system. Designed admin dashboards for a job search platform.

Education

Universitat de Barcelona - UX Design

2019-2020 Master's degree

During the course learned UX Design in-depth with an emphasis on user research and UX management. Acquired many soft and hard skills while working on various group and personal projects.

Kharkiv National Medical University

2012-2017 Bachelor's degree

Developed strong analytical skills as well as a deep understanding of human psychology.

Volunteer Experience

Telegram Support Force Volunteer

Telegram Messenger Inc. • APR 2018 - OCT 2022

Providing solutions for Telegram users.
Handling user suggestions. Bug tracking and reporting. Translating Telegram Messenger to Ukrainian language.