

Maya Saric

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Full résumé: <https://www.linkedin.com/in/maya-saric-a2918188/>

Summary & Skills

- User Researcher with 2+ years of experience in conducting user tests, interviews and carrying out surveys for various companies, as well as analyzing and presenting results.
- Master's degree in User Experience and was taught the fundamentals and advanced notions in UX. The degree also offered practical experience in pro-bono course projects with Quebec companies and the completion of a thesis.
- Skills and Competencies: User Experience (UX), Usability Testing, Research Methods, Qualitative Analysis, Quantitative Analysis, Excel, SAS, Optimal Workshop, Bilingualism, Tree Testing, Card Sorting, Interviews, Survey Creation, Heuristic Evaluations, Benchmark Assessments
- Team player with strong communication skills and attention to detail, eager to share insights

Education

HEC Montréal **2021-2024**

Master's of Science, User Experience

- 2021-2023 Mention d'excellence
- Thesis conducted with the Tech3Lab, a UX laboratory with access to psychophysiological measurement instruments
- Paper accepted and presented to the 2023 SIGHCI conference (Special Interest Group in Human-Computer Interaction)
- Courses included UX Research, UX Design, UX Data Analysis, UX Prototyping & UX Management

McGill University **2010-2014**

Bachelor of Arts, Psychology

- Minor in Behavioural Sciences

Relevant Experience

UX Researcher Intern **January 2024-June 2024**

Coveo

- Contributing to the company's understanding of user needs by leading research on external users' behaviours and mental models surrounding the company's most viewed feature
- Assisting team leads and managers by creating a template to measure and track user success metrics
- Employing mixed methods approaches in order to gather a comprehensive understanding of the user's experience
- Conducting interviews, usability tests and using web analytics to track and discover trends in user behaviour
- Sharing insights with the team

UX Research Assistant **September 2022-January 2024**

Tech3Lab

- Moderating user tests, including presenting computer tasks, surveys and questionnaires and conducting interviews. We also use psychophysiological equipment, which involves calibration of the eye tracker, posing EEG caps, heart rate sensors and palm sweat sensors depending on the project.

- Pre-testing studies prior to their launch to assure all prototypes, tasks, questionnaires and equipment are running smoothly. Post-processing data for analysis of completed user tests, for example by attributing appropriate markers prior to data analysis
- Presenting projects to industry partners & representing Tech3Lab in events

Junior UX Consultant

October 2022-April 2023

Québecor / AsterX

- Conducted a heuristic evaluation on small-to-medium company websites in order to assess their compliance with usability standards, then presenting the issues in order of importance to the company team. Provided recommendations on how to improve adherence to heuristic standards, when applicable.
- Regular meetings with the company team where a research objective was established. Then, creation and moderation of user tests in order to get further feedback from users, including creation of questionnaires and tasks on the company website. The data was then analyzed and presented to the company team.

Junior UX Consultant

January 2023-April 2023

imarklab

- In collaboration with the Canadian Cancer Society, regarding digital solutions to smoking cessation.
- Performed benchmark assessments in order to understand present smoking cessation mobile app offerings
- Conducted a literature review to further understand how to bridge the gap between practitioners and clients by implementing mobile app use in patient care.

Additional Training

- Figma Prototyping: A deep dive for UX/UI Designers, udemy
- How to Design for Accessibility for UX Designers (WCAG 2.2), udemy