Maya Saric

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Summary & Skills

- User Researcher with 4 years of experience designing and conducting user tests, interviews and surveys for various companies, as well as analyzing and presenting research findings to support product decisions.
- Academic background in psychology (bachelors) and user experience (masters), with experience across both consulting and in-house environments
- Most recently conducted user research in the video game industry, partnering closely with development teams to bring user insights into the development process
- Experience conducting a range of user research methods including appreciation testing, usability testing, interviews, surveys, focus groups and card sorting
- Research: usability testing, appreciation testing, interviews, surveys, focus groups, card sorting, observation

Relevant Experience

User Research Specialist **March 2025-April 2026**
Eidos Montréal

- Contributed to ~12 playtests across 4 game projects, moderating sessions with 45+ participants
- Served as user research owner for 2 projects, coordinating research activities and acting as the primary research contact for development teams
- Partnered closely with designers, developers and production teams to align research with development needs
- Presented player insights and research findings to development teams to inform design decisions
- Player feedback and usability findings surfaced issues across gameplay pillars that informed ongoing iteration during development

Research Analyst **June 2024-February 2025**
Ad hoc Research

- Moderated 60+ interviews across multiple setors, including insurance, financial services, telecommunications, retail and food
- Conducted UX and market research using qualitative methods, including interviews, focus groups and online research activities, synthesizing insights into reports, personas and journey maps
- Collaborated with clients to define research objectives and select appropriate methodologies for each project.
- Led studies from recruitment through analysis and reporting, including defining recruitment criteria, moderating sessions, analyzing findings and presenting results to clients

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

Coveo

- Led research on external user behaviors and mental models for the company's most viewed feature, contributing to a deeper understanding of user needs
- Employed mixed-methods research, including interviews, usability tests and web analytics to uncover trends and insights across the user experience
- Developed tools and processes to support teams, including a user success metrics tracking template and a multidisciplinary naming conventions workshop to standardize internal practices

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

Tech3Lab

- Moderated user tests and interviews, including administering computer tasks and surveys.

- Managed study setp and data processing, including calibrating eye trackers, EEG/heart rate/palm sweat sensors, pre-testing prototypes and preparing data for analysis.
- Presented projects to industry partners and represented the lab at events.

Junior UX Consultant **October 2022-April 2023**

Québécor / AsterX

- Conducted heuristic evaluations of small-to-medium company websites, identifying usability issues and providing prioritized issues and recommendations to improve adherence to usability standards.
- Assisted in designing, moderating and analyzing user tests, including task creation and questionnaires, as well as presenting findings to client teams to inform website improvements.

Junior UX Consultant **January 2023-April 2023**

imarklab

- For a client wishing to develop a new medical app, performed benchmark assessments and a literature review in order to understand present mobile app offerings and explore strategies for bridging gaps between practitioners and users in patient care.

Education

HEC Montréal **2021-2024**

Master's of Science in User Experience

- 3.86 GPA, graduated with great distinction
- Thesis conducted with the Tech3Lab, a UX laboratory with psychophysiological measurement instruments
- Paper accepted and presented to the 2023 SIGHCI conference
- 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

Additional Training

- Gaming Accessibility Fundamentals by Microsoft