

Olga Gribkova

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Team Lead UX Researcher

CX|UX Research Team Lead with 9+ years of experience. I worked as UX Analyst, I was conducting usability tests, analyzing user issues, generating reports. Then I moved to Head of UX and I was responsible for redesigning the company's products, increasing conversion rate of digital channels. I'm currently managing a team of CX analysts and designers, developing the methodologies for the company's customer experience research.

Key Skills: User interviews, JTBD, Focus groups, Custdevs, Cart sorting, Google Analytics, CX strategies, Product Management, Eye Tracker researches, Psychophysiology, Statistics, Amplitude, Usabilityhub, PowerBI, Hotjar, FigJam, Agile.

WORK EXPERIENCE

2022-2023 Research Team Lead

Freedom Finance Europe, Limassol | *Brokerage company.*

Managing a team of **4 UX analysts** and creating the **design system** for the website and mobile app. Developing the methodology for the company's **customer experience research**.

- Prepared MVPs by conducting 150+ custdev and UX tests for a new product - bank accounts within the broker's mobile application.
- Researched the customer experience when trading options, collected a map of customer needs and pains, based on which an options product development plan was put together.
- Conducted 20 studies for the redesign of the mobile app menu, prepared a design concept in 1 month.
- Conducted JTBD research on the main customer segments, collected customer portraits and pains, based on which we updated the annual plan for the sales team.
- Optimized the process of internal interaction between sales managers and design team by creating a process of remote testing within the framework of implementation of the design tasks.

2021-2022 UX Analytics Lecturer on faculty of Marketing

Higher School of Economics, Moscow | *Faculty of Marketing*

Preparing **training materials** and **leading students' term papers on human behavior and customer psychology**.

- 2 out of 5 students were offered places on PhD courses by writing term papers under my assistance.

2020-2022 Head of CX

Burger King Russia, Moscow | *The digital division of the Burger King restaurant chain.*

Leading the planning and **execution of user research**. **Managing web analytics** for the company's digital sales channels and **leading design projects** for the mobile app, self-service kiosk, and website.

- Conducted a mobile app usability index study, optimized the customer journey in the mobile app, which increased conversion rate by 10.
- Redesigned the mobile app, website and self-service kiosk, increasing conversion rate in the app by 1.5X, in the self-service kiosk by 15%.
- Researched customer experience when interacting with self-service kiosks in restaurants, made a plan to optimize their location.
- Optimized the process of internal interaction between product managers and development team: time-to-market implementation of the feature was reduced by 30%.
- Created the Client Experience research laboratory with 15+ employees.

2019-2020 UX Analyst

S7 Airlines, Moscow | *The digital division of S7 Airlines*

Conducting **usability tests**, analyzing user issues, generating reports, Analyzing **market offers** to evaluate potential application in the company, **creating product digests of updates**; **Setting tasks** for website and mobile app design and development **based on user interviews**, approval and implementation.

- Implemented the first in the Russian aviation industry pet carriage service on the company's website and mobile app, increased sales by 15 million rubles.
- Implemented the business lounge reservation service on the company's website, increased sales by 8 million rubles.
- Introduced the practice of regular usability-testing of the released features. After that the company opened a separate UX-research department

EDUCATION

2020

Higher School of Economics | Cognitive psychology, Bachelor degree

ADDITIONAL INFO

Languages: English C1, French B1, Russian Native.

Certificates and trainings: How to create products: Advanced JTBD, Zamesin.ru (2023), Creating Customer Journey, Maps Coursera (2020); Key skills of usability testing, Usability lab, UX-tester (2021), Neurophysiology of Language and Speech, Higher School of Economics (2018)