

Daria Kriuchkova

Senior UX Researcher

Research & Product Strategist with 5+ years in end-to-end research and service design. With a background in experience consulting and founding a small business, I connect user research with real business constraints.

EXPERIENCE

Founder, Experience Researcher & Strategist at Dallakora, Georgia

Mar 2025 – Present

- Designed and launched an adventure travel business from scratch in a zero-budget, high-risk environment.
- Led market and JTBD research to define positioning, value proposition, and content strategy, shaping a go-to-market approach with clear unit economics and growth model.
- Negotiated business plan & partnership agreement with partners.

Experience Consultant at EPAM, Amsterdam

Mar 2023 – Mar 2024

- Led user-centered process for Lattiz website with 28,000+ monthly B2B users and for Web-3 campaign of Dutch TV channel RTL with a 28.5% share.
- Conducted interviews, audits, Web analytics, competitor reviews, and desk analyses. Participated in pitch preparation.
- Facilitated strategic and design workshops to ensure research insights were embedded into the product structure.
- Created and promoted an AI research optimisation tool in Coda.

Senior UX Researcher at EPAM Payroll Application, Amsterdam

Sep 2022 – Feb 2023

- Led a 2-member team investigating ~70 legal entities in 25 countries.
- Built a complex research plan by conducting an exploratory phase, creating a conceptual framework, estimating scope and effort, and aligning research goals and methodology with stakeholders.
- Managed 150+ interviews, 3200 data points with a team of 2 over 4 months.
- Accelerated process by 30-40% by creating a no-code research APP with half-automated analysis, scheduling, task management, and guidelines.
- Promoted research results via 10 reports, 6 presentations, and collaboration.

UX Researcher at EPAM Financial Portfolio, Amsterdam

Oct 2021 – Aug 2022

- Led discoveries for 3 SaaS products, integrated the research process on one.
- Conducted 60+ interviews, 2 usability tests, and 2 concept tests.
- Led 4 surveys for 470 respondents, measured 400+ issues in 2 CJMs.
- Built 4 CJMs, 4 personas, and informed 3 roadmaps with research insights.
- Engaged the team in 15+ research, ideation, and prioritisation workshops.
- Supported the designers of the portfolio in their research activities.
- Backed an alternate strategy with research, saving 3 months of work.

Previous jobs

- UX Researcher and Designer at **Uplab**, Moscow May 2021 – Aug 2021
- UX Researcher at **Moscow State University**, Moscow Jun 2020 – Jan 2021
- Information Architect and Financial Analyst at **OZON**, Moscow Jul 2018 – Aug 2019

CONTACTS

[Portfolio](#)

[Telegram](#)

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[Schedule a call](#)

EDUCATION

Professional trainings

UX Research, Human Centered Design, Gen AI, Quick Research, etc
Jan 2021 – Present

Moscow State University

M.A. Maths in Economics
Sep 2016 – Jun 2018

Moscow State University

B.A. Economics
Jun 2012 – Jun 2016

SKILLS

Planning: Conceptual Framework, Goals, Questions, KPIs, Methodology, Recruitment, Research OPs

Qualitative Research: Field Research, Interviews, Contextual inquiry, Concept Testing, Usability Testing, Navigation Stress-test

Quantitative Research: Survey, Card Sorting, Web Analytics, Quick Research Methods

Analysis and report: Datapoints, Synthesis, CJM, UJM, Persona, Ecosystem / Affinity / Mental map, Report

Strategy: Design thinking framework, Workshops, Insights, Opportunities, Envisioned Concept

Design: UML diagram, Sitemap, Scenarios, User Flow, Prototypes,

Tools: Coda, Notion, R, SPSS, Statistica, Qualtrics, Figma, Miro