

## SUMMARY

I'm an empathic, data-driven, human-centered researcher and academic author with [over 6 years of research experience](#) in psychology and UX, particularly in the fields of AI and AR/VR. I currently hold [4 publications with >200 citations](#) across the two disciplines.

With a [mixed-methods approach](#), I have experience designing, scoping, conducting, analyzing, writing up, and presenting quantitative and qualitative research. Leveraging my [firm understanding of the human-centered design process](#), I excel in cross-functional collaboration while helping [guide product strategy & direction](#).

As a former refugee and someone with a physical disability, I'm [passionate](#) about advocating for the experiences of [people of all backgrounds and abilities](#) and how those [experiences shape the role technology plays in their lives](#).

## SKILLS

### Research:

Experience informing research strategy and leading (end-to-end) studies within highly ambiguous, rapidly evolving product or problem areas. Qualitative and quantitative methods including surveys, interviews, concept tests, diary studies, card sorts, Kano methodology, benchmarking, usability studies, heuristic analysis, cognitive walkthroughs, & descriptive/inferential statistical analysis.

### Tech:

Comfortable with UserTesting.com, UserZoom, Premiere Pro, Qualtrics, Tableau, Optimal Workshop, Mural, Miro, Figma, Looker. Familiarity with RStudio, JavaScript, Python, C++, HTML, SPSS, and some machine learning modeling.

### Spoken Languages:

Russian (native); English (native).

## EDUCATION

### Master of Science - Human Centered Design and Engineering

University of Washington, Seattle (GPA: 3.98)

June 2021

Seattle, WA

### Bachelor of Science - Experimental Psychology

University of Washington, Seattle (GPA: 3.81, cum laude)

June 2008

Seattle, WA

## RELEVANT EXPERIENCE

### Senior UX Researcher (Accessibility) | Best Buy (via Populus)

12/2024 -- 3/2025

- Lead studies evaluating novel retail systems, platforms, and products.
- Co-lead creation & implementation of an integrative accessibility program.
- Provided WCAG-driven accessibility consultation to researchers & designers.

### UX Researcher V | Meta (via TEKsystems)

1/2022 – 12/2023

- Owned a rolling research program and led studies end-to-end across 3 cross-functional teams.
- Developed an experiential quality framework to evaluate an important aspect of synchronous communication via AR Glasses.
- Garnered executive level buy-in for in-house neural interfaces as accessibility solutions for users who are missing limbs.
- Informed development of novel AR experiences and paradigms within rapidly evolving and highly ambiguous problem spaces.
- Collaborated closely with cross-functional partners to create and execute research roadmaps for different product areas.

### UX Researcher III | Google (via Crowdstaffing)

8/2021 – 12/21

- Conducted UX research studies within the Looker - a robust BI platform within Google Cloud.
- Helped implement and drive UXR research initiatives.
- Contributed to Looker knowledge base and helped define new research processes during integration into Google Cloud.

### UX Researcher | Microsoft (via Allovus)

12/2020 – 8/2021

- Supported product teams -- PM's, designers, and other stakeholders -- within the Windows & Devices group, led by Panos Panay.
- Directly impacted core Windows 11 features such as the start menu, widgets, settings, accessibility, and Teams integration experiences.
- Designed, executed, analyzed, presented, and wrote up quantitative and qualitative studies within the Windows Experiences research team.
- Worked closely with and helped inform accessibility points of contact to ensure inclusive study design.

*Xbox Social Connections Capstone Project (Sponsor: Xbox)*

- Employed the human-centered design approach to primary and secondary research while exploring the connective power of gaming
- Scoped, designed, and conducted several studies
- Analyzed qualitative and quantitative data through a variety of tools and methods.
- Presented findings, insights, and recommendations to Xbox EVP Phil Spencer as well as directors of design and PM.

*Government & Leadership Attitudes Study*

- Scoped, designed, and conducted a mixed-methods study 'in the wild'
- Designed and deployed surveys and administered diary studies collecting quantitative and qualitative data
- Analyzed quantitative data using inferential statistics and correlated key metrics
- Conducted in depth interviews and analyzed findings using affinity mapping
- Co-developed final deliverable and presented to stakeholders

*Tableau Usability Study (Client: Tableau)*

- Scoped, designed, created, and conducted seven usability sessions
- Analyzed qualitative and quantitative data through a variety of tools and methods.
- Translated findings into actionable insights for product teams, wrote up final reports, and presented to stakeholders.

**UX Research Assistant | Facebook (via Collabera)**

7/2019 – 12/2020

- Scoped, designed, and executed user studies that made an immediate impact on internal research processes.
- Conducted qualitative, quantitative, and mixed-methods studies.
- Analyzed and presented actionable insights to various stakeholder teams across Facebook Reality Labs.
- Conducted high-impact literary reviews that help inform design direction of cutting edge AR/VR prototypes.

**Residential Counselor | D.E.S.C.**

6/2012 – 4/2014

- Provided counseling and other health services (e.g. dispensing medication) to severely mentally ill, chemically dependent, and previously homeless residents.
- Founded, facilitated, and promoted on-site help groups which helped residents reduce consumption of alcohol and illicit drugs.
- Reduced rates of on-site violence and resident incarcerations by partnering with local emergency responders and facilitating their relationships with residents.

**Research Assistant | U.S. Department of Defense (via GDIT)**

2/2009 – 6/2010

- Developed a stress inoculation group therapy curriculum which creatively utilized various media and immersive technology (eg., VR).
- Published several psychological research papers in peer-reviewed, scientific journals
- Co-created a psychological metric via iterative process.
- Co-developed and implemented research studies (literary reviews, experimental design, methodology, data collection, and analysis)
- Wrote, analyzed, and edited research manuscripts, publications, protocols, and presentations.

**PUBLICATIONS**

Luxton D.D., **Sirotin A.** (2020) **Intelligent Conversational Agents in Global Health.** In: Okpaku S. (eds) *Innovations in Global Mental Health.* Springer, Cham. [https://doi.org/10.1007/978-3-319-70134-9\\_11-1](https://doi.org/10.1007/978-3-319-70134-9_11-1)

Skopp, N.A., Bush, N.E., Vogel, D.L., Wade, N.G., **Sirotin, A.P.**, McCann, R.A., & Metzger-Abamukong, M.J. (2012). **Development and initial testing of measure of public and self-stigma in the military.** *Journal of Clinical Psychology*, 68(9), 1036-1047.

Skopp, N. A., Luxton, D. D., Bush, N., & **Sirotin, A.** (2011). **Childhood adversity and suicidal ideation in a clinical military sample: Military unit cohesion and intimate relationships as protective factors.** *Journal of Social and Clinical Psychology*, 30, 361-377.

Luxton, D. D., **Sirotin, A. P.**, & Mishkind, M. C. (2010). **Safety of telemental healthcare delivered to clinically unsupervised settings: A systematic review.** *Telemedicine Journal and e-Health: The Official Journal of the American Telemedicine Association*, 16(6), 705-711.