

Veronika Sipeeva

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In my work, I incorporate a mix of research methods to drive customer-centric and data-driven product decisions, improve customer lives, and inspire teams. I lead with deep listening, strong research skills, and curiosity.

WORK EXPERIENCE

Microsoft, Redmond, WA

Microsoft is a technology company that empowers every person and every organization on the planet to achieve more.

Design Researcher 2 | October 2019 – present

- Leading end-to-end foundational and evaluative research in the SMB growth space for Microsoft Office, closely working with engineering, marketing, design, and content strategy partners to inform short-term and long-term product development and improvements;
- Adapting research methods to tight deadlines and socializing research activities and new approaches within the organization;
- Defining internal well-being support and ways of incorporating mixed-methods into existing research practices with two groups of talented researchers;
- Earlier, led research efforts in Microsoft Office 365 for consumer premium offerings and supported end-to-end consumer experience research to drive growth in this segment.

Premera Blue Cross, Mountlake Terrace, WA

Premera Blue Cross is a leading health care plan in the Pacific Northwest serving over 2 million customers.

Senior Design Researcher | February 2019 – October 2019

- Provided end-to-end research expertise and support to multidisciplinary teams;
- Mentored design research interns to help them grow as researchers;
- Led ethnographic research of patient experience, analyzed data, documented the experience via service design blueprints and defined a set of themes to partner with a clinic to improve the patient experience;
- Facilitated observation and shadowing training sessions for the project team and stakeholders;
- Defined a set of design principles for B2B products for small, medium and large businesses and producers (people who sell healthcare plans) to shape product strategy.

Design Researcher | April 2017 – February 2019

- Proposed, designed, and completed exploratory research of employer and producer experience as well as evaluation research of web tools for these B2B customers;
- Advocated for research, mentored and equipped teams with tools for improving the user experience;
- Elevated the research and observation processes working closely with multidisciplinary teams;
- Helped my teams build a shared understanding of the customer needs, clarify how to prioritize and justify their product and design decisions by introducing a Jobs-To-Be-Done framework;
- Built a process for conducting regular field and remote usability studies;
- Helped a team of non-researchers plan their own studies such as supporting the IA work of content;
- Designed and conducted discovery and validation research for a virtual assistant using a combination of methods and tools.

UX Design Strategy Intern | March 2016 – April 2017

- Completed baseline usability study of the Premera website for doctors, presented and delivered insights with approachable recommendations, resulting in improved website experience for healthcare providers;
- Supported baseline usability study for the customer-facing website, analyzed and presented results contributing to usability improvements;

- Synthesized quantitative and qualitative results from Treejack studies and made recommendations which guided decisions on the website information architecture;
- Improved protocols for unmoderated usability studies;
- Conducted competitive remote usability testing of the shopping experience and shared findings across multiple teams.

EDUCATION

- **M.S. in Human Centered Design and Engineering**, University of Washington | Seattle, WA | June 2017
- **M.S. in Journalism**, Moscow State Linguistic University | Russia | June 2006

ADDITIONAL EXPERIENCE

TopFlight magazine, Moscow, Russia

TopFlight is an exclusive inflight magazine about business aviation. The magazine offers unique to the market insights to private jet owners, business aviation flyers, and their assistants.

[Editor-in-chief](#) | September 2009 – July 2013

- Re-launched the publication, improved brand awareness, and increased advertising sales by ~60%;
- Developed the publication strategy to support the readers' interests, as well as business goals;
- Managed a team of 6 and set the entire process of production, from concept creation to distribution.

Awards

- [HacktheCommute](#) winner (AccessMap, an accessibility map for Seattle)
- 3rd place in ProtoHack 2015 (Daikon, an exotic grocery delivery service)

Volunteering

- UXPA conference volunteer in 2016, 2017, and in 2018;
- Co-chair for the UXPA conference volunteer committee;
- HCDE Alumni Board Member with the University of Washington;
- Mentor for women in the Seattle Chapter of Hexagon UX.

Speaking

- ["Skip the actionable insight: get straight to the action"](#) with Kathryn Brookshier and Jennifer Giblin at Radical research Summit 2018 in Vancouver, BC
- ["How heuristic evaluation parties can bring your team together"](#) at Joinlearners.com UXR platform, 2021
- Panel discussion on "Working in UX across cultures and timezones", 2021
- Panel discussion on "UX Careers at Microsoft", 2021

Skills and Techniques

Ethnographic observation | Customer shadows | Semi-structured interviews | Contextual interviews | Baseline usability study | Remote user testing | Competitive analysis | Card sorts | Tree-test | Surveys | Familiarity with experimental study design | Activity theory framework | Ncredible framework | Jobs-To-Be-Done framework | Blueprint creation | Stakeholder workshops | Diary studies

Tools

Optimal Workshop | SurveyMonkey | Qualtrics | Usertesting.com | UsabilityHub.com | Dedoose | Morae | Mechanical Turk | Sketch | InDesign | InVision | Tableau | Dscout