

Yury Markov, Ph.D.

User Researcher

with Quantitative and Qualitative skills

Frankfurt am Main, Germany | +49 176 693 777 29 | yuamarkov@gmail.com | [LinkedIn](#) | [Portfolio](#)

CAREER PROFILE

Strategic and impact-driven UX Researcher with 5+ years of experience conducting mixed-methods research in fast-paced product and academic environments. Holds a Ph.D. in Cognitive Psychology with deep expertise in human behavior, usability testing, and data analytics. Adept at leading end-to-end research initiatives that de-risk ambiguity, inform product roadmaps, and drive measurable business outcomes. Skilled collaborator with a track record of aligning research with strategic goals in cross-functional teams.

SKILLS

Quantitative research: A/B Testing; Survey Design; Data processing; Data Science; Analytics; Statistical Modelling; Research Design; Questionnaire Design; EEG/MEG

Qualitative research: In-depth Interviews; Usability Testing; Eye Tracking; Participatory Design; Card Sorting; Data Analysis; Customer Journey Mapping; Customer Insights; Behavioral Analysis; Competitor Analysis and Benchmarking

Soft skills: User-Centric Design Approach; Project Management skills; Agile; Cross-Functional Collaboration and Communication; Problem-Solving; Management; Decision-Making; Adaptability; Solution-Oriented Thinking; Purpose-First Mindset; Customer-Oriented Attitude; Proactiveness

Coding & Tools: Python; JavaScript; Matlab; R; PsychoPy; Adobe Photoshop; Unity (Basic); JASP; SPSS, SQL

Languages: Russian (Native); English (Fluent); German (Basic)

EXPERIENCE

Quantitative Research & Survey Design (Duamentes Gaming: NDA project)

- Designed and refined a large-scale survey instrument, reducing 240+ initial items to 70 validated questions for hypothesis-driven audience research.
- Translated complex product and audience hypotheses into a structured measurement framework covering real-world engagement, media consumption, gaming habits, platform usage, monetization, satisfaction, and player demographics.
- Programmed the questionnaire in Alchemer and analyzed data from 900+ respondents in the initial market, later extended across Italy, Mexico, the USA, and Germany (4,450+ respondents total).
- Conducted the full analytical workflow in R and Excel, including data cleaning, preprocessing, variable construction, and statistical analysis with visualization of results.
- Applied descriptive statistics, correlations, regression models, chi-square tests, and t-tests to identify key drivers of engagement, playtime, and spending behavior.
- Produced two large-scale insight reports: an in-depth regional analysis (100+ slides) and a cross-market comparison report (150+ slides) with actionable recommendations for product and strategy teams.
- Identified audience segments and cross-market behavioral differences to support content planning, feature prioritization, and monetization decisions.

Quantitative Researcher, Scene Grammar Lab, Goethe-Universität Frankfurt am Main 2023 – NOW

- Directed a series of studies on scene perception using behavioral experiments, linear mixed models, and mouse movement analysis, for understanding visual processing in complex, realistic, and virtual environments
- Led undergraduate students and master student (in collaborative projects with BMW), focusing on human perception, attention, and memory through behavioral experiments, eye/mouse tracking, and quantitative analysis
- Managed project timelines and deliverables, enhancing the team's ability to analyze human behavior and insights effectively while applying strategic project management principles
- Developed and instructed the "Python for Psychologists" course, creating comprehensive programming materials to enhance data analysis skills in psychology, with resources made publicly available to support broader knowledge sharing ([course link](#)).

Visiting researcher, Laboratory of Psychophysics, École Polytechnique Fédérale de Lausanne 2020 – 2023

- Led multi-method research projects in behavioral sciences, using psychophysics experiments in MATLAB and behavioral data analysis. Worked with a diverse team to publish findings in high-impact journals
- Collaborated with and presented talks at Harvard, MIT, UCSD, Dartmouth College, EPFL, University of Iceland, and others.

Research assistant, Fougnie Lab, New York University Abu Dhabi 2020 – 2022

- Conducted over 40 online experiments for 5 human memory research projects, contributing to the publication of 2 peer-reviewed papers and delivering 5 presentations that communicated findings to diverse audiences.

UX Researcher, MTS Bank 2020 – 2020

- Designed and executed A/B tests with interactive prototypes (Figma) for both web and mobile app features, providing evidence-based recommendations that improved user experience and aligned with agile development practices.

- Created customer journey maps to understand behavioral patterns, identify key moments affecting user satisfaction, and support the bank's strategic objectives through data-driven insights.
- Conducted 400+ phone interviews to deeply understand consumer needs related to credit and mortgage refinancing, collaborating with cross-functional teams to develop user-centric solutions.
- Led a comprehensive analysis of website functionality using surveys and interviews with over 80 participants from 60 cities, resulting in targeted recommendations that streamlined user navigation and closed critical feature gaps, such as utility bill payments and loan management tools.
- Redesigned the credit card interface, clarifying cashback rules and cutting misunderstandings by 20%
- Evaluated loyalty program understanding, achieving an 88% success rate and addressing usage barriers
- Led research on the bank's certification issuance process, identifying primary pain points such as delays and lack of notifications
- Improved user understanding of credit options through iterative prototyping, achieving a 50% reduction in confusion and greater preference for the most beneficial financial options
- Redesigned the contact page, making critical information more accessible and simplifying navigation for 75% of users
- Refined microcredit service communications, achieving a 90% success rate in understanding key SMS content
- Conducted in-depth interviews with 5 new clients about their experience setting up international trade accounts, revealing insights into efficient onboarding and challenges posed by the pandemic, and informing strategic client support improvements

Research Consultant, Brain Company

2017 - 2019

- Conducted a semantic differential to evaluate the brand image of Alpha Bank, using EFA identified key perceptions such as the bank being viewed as stylish, honest, reliable, and technologically advanced

Research Consultant, Agny.Agency

2017 - 2019

- Managed 3 research projects for major clients, including a customer assessment to identify sales inhibitors at Obed Bufet, which led to a qualitative report with 5 actionable recommendations, resulting in a 10% increase in sales.
- Conducted a usability study on Panasonic's website, testing 3 key hypotheses and providing recommendations that boosted sales conversion by 15%.

Quantitative Researcher, Laboratory For Cognitive Research, HSE University

2016 - 2022

- Created 20+ in-laboratory (with an average of 20 observers per experiment) using Python to investigate attention, memory, and perception;
- Published 10 scientific papers and 25+ conference theses;
- Led a team of 10 students to create a stimulus base of 4000+ photos for memory research, resulting in a grant for 15,000\$
- Managed a project aimed at improving the university's mobile application and LMS website, leading 4 students to conduct journey maps, develop structured interview guidelines, and analyzed over 30 interviews;
- Awarded 10+ scholarships totaling over \$32,000 and led 3 major research grants worth \$121,000

EDUCATION

- PhD in Psychology - HSE University, 2019 - 2022
 - M.S. in Cognitive Sciences with Honours - HSE University, 2017 - 2019
 - B.S. in Psychology with Honours - HSE, University, 2013 - 2017
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