

Clara Shushunov

she/her
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Summary

I aim to empower clients with actionable insights and strategies that inform their design decisions and ultimately result in user-centered products and services that make a difference.

Experience

Sr. UX Research Consultant Modus Create

April 2020–Present

- + Worked with various clients across industries, including cyber security, healthcare, and multinational pharmaceuticals
- + Conducted CX and UX assessments for clients to identify gaps in their core competencies and operational processes, and provided actionable recommendations and strategies.
- + Led UX mix-methods research initiatives to identify user needs and pain points, and provide actionable insights to inform design decisions.
- + Facilitated alignment, discovery, and co-creation workshops with clients and users.
- + Worked closely with cross-functional teams, including product managers, UX designers, and developers.
- + Developed and implemented UX strategy for clients, including opportunity identification and prioritization, resulting in a more effective and efficient product design process and a competitive edge in their respective markets.

UX Research & Design Consulting Freelance

Sep 2018–Mar 2020

- + Utilized mixed-methods research methodologies, including user interviews, contextual inquiries, focus groups, usability tests, domain research, and surveys, to uncover and understand user needs and pain points to build actionable insights that informed design decisions and next steps for clients.
- + Synthesized and analyzed research data to identify actionable opportunities and build a UX strategy for clients to create a more effective and efficient product design process.
- + Facilitated workshop activities with research participants and clients, including discovery activities, co-creation sessions, goal alignment and prioritization.
- + Created user personas, journey maps, and other research outputs that communicated user needs and behaviors to clients and stakeholders.

UX Researcher and Strategist PatientPartner

December 2020- March 2021

- + Collaborated with Product, Marketing, and the Development team to revamp the patient-care platform based on user insights, resulting in an increase in user satisfaction and a decrease in user error rates.
- + Led user interviews to uncover behaviors, pain points, and unmet needs of patients undergoing major surgery.
- + Developed strategy and roadmap for future design work and direction based on research findings and user feedback.
- + Created user personas and journey maps to communicate user needs and behaviors to the Product and Development teams.
- + Presented research findings and design recommendations to stakeholders, including the executive team, to drive product development and improvement, and to create a more collaborative and informed decision-making process.

Sr. Program Manager ELI Abroad

August 2013– March 2020

- + Conducted market and CX research, such as interviews and feedback surveys, to identify and develop international programs that filled market gaps and met changing customer demands and needs, leading to a more customer-centric and relevant product offering.
- + Drove strategy for marketing initiatives and program expansion strategies.
- + Collaborated with teams to ensure that the travel programs were designed and marketed to meet the needs of target customers and that feedback was incorporated into future iterations.

Education

Flatiron School

UX Design Certification

University of Colorado, Boulder

BA, International Affairs

Skills

Mixed- Method Research
Generative and Evaluative Research
User Interviews
Contextual Interviews
Ethnographic Research
Surveys
Usability Testing
Competitive and Domain Research
Discovery & Innovation Research
Literature and Document Review
Opportunity Mapping
Workshop Facilitation
Journey Orchestration
Journey Mapping and Persona Creation
Lo- Mid Fidelity Wire-framing and Prototyping
Oral and Written Communication
OOUX

Tools

Ustesting
Dovetail
Typeform
Jira
Slack
G-Suite
VWO/HotJar
Medallia