

Kitti Horvath

Mixed Methods UX Researcher

WORK EXPERIENCE

Researcher, Lightyear - London (UK)

APRIL 2024 - PRESENT

- Secured coverage in top-tier newspapers and national television by transforming research insights into impactful data stories.
- Informed growth strategies in key markets, through designing and analysing large-scale market research surveys (1,000+ respondents).
- Owned and delivered monthly analysis of CSAT, Exit, and Onboarding surveys across 22 countries to inform product improvements.
- Drove user acquisition for our ISA launch by testing marketing messages and creatives across social and print channels (e.g., Financial Times).

UX Researcher, IBM - London (UK)

SEPTEMBER 2021 - MARCH 2024

- Led large-scale surveys with users across six continents in 10 languages to capture diverse global insights.
- Collaborated with 10+ agile cross-functional teams to define research goals and objectives for IBM's Partner Portal application.
- Led discovery research to uncover user behaviours, motivations, and productivity pain points — insights led to a new strategic initiative.
- Developed a long-term research roadmap and scalable playbook.
- Shared findings through engaging research insight videos, making complex data actionable for stakeholders.
- Mentored PMs and three junior researchers, enabling them to lead impactful studies independently.

UX Researcher, Microsoft - London (UK)

FEBRUARY 2021 - SEPTEMBER 2021

- MSc dissertation project in collaboration with Microsoft Research.
- Evaluated existing pen-based interface designs and developed a taxonomy to classify pen-based interaction widgets.

UX Researcher, UCL - London (UK)

JUNE 2021 - AUGUST 2021

- Conducted a user experience evaluation of the front-end and back-end of UCL's reporting platform through a combination of think-aloud studies, interviews, and card-sorting exercises.
- Presented the findings to stakeholders in the form of an evaluative user research report.

Marketing and Social Media Intern, ERDEM - London (UK)

JUNE - OCTOBER 2020


- Supported the Digital Communications team with the preparation of user engagement reports.

EDUCATION

MSc Human-Computer Interaction (Distinction),
University College London

BA Liberal Arts with a Major in Digital Culture (Distinction),
King's College London

CONTACT

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SKILLS

Qualitative methods:

- IDIs
- Concept testing
- Personas and Jobs to Be Done (JTBD)
- Unmoderated usability studies
- Focus group
- Heuristic evaluation
- Secondary research
- Guerilla testing

Quantitative methods:

- Exit survey
- Onboarding survey
- Customer experience surveys (NPS, CSAT)
- Market survey
- Tree testing
- Card sorting
- A/B testing

Tools:

- SurveyMonkey
- Amplitude
- Alchemer
- Qualtrix XM
- Figma
- UserTesting.com
- Mural & Miro
- Jira
- User Interviews

LANGUAGES

Experienced in conducting user interviews in four languages:

- Hungarian (native)
- English (fluent)
- French (level B2)
- Spanish (level B1)