

Yaara Barak

Experienced researcher with 10+ years in behavioral science, User Experience and organizational behavior

- Skilled in mixed-methods and behavioral research, heuristic evaluation, and persona analysis to uncover user needs, cognitive patterns and decision-making processes that inform product strategy and design.
- Expertise in translating research insights into user flows, UX specifications, and data-driven design recommendations.
- Certified group facilitator with experience in learning processes, organizational consulting, and research-based training programs.

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EDUCATION

M.Sc Cognitive Psychology & Human Factors Engineering

Technion, Faculty of Data & Decision Science | 10/2022 - 02/2025

Final GPA: 91.3

- Thesis – metacognition experimental design: Designed visual interfaces applying **information architecture** and **UX research** methods to study user **decision-making** and **reasoning** in **task-switching** contexts (Grade: 90).
- Human Factors Engineering (Research Project): Designed **UX prototypes** and conducted **usability testing** to improve a website user interface.

B.A Behavioral Science (Psychology Major)

Ruppin Academic Center | 10/2010 - 02/2013

WORK EXPERIENCE

UX Researcher

Autodesk | 2023 – 2024

- **Planned, designed, and conducted end-to-end UX research** for B2B SaaS web and mobile platforms (e.g., internal chat feature, mobile app navigation, page misalignments).
- Applied **mixed methods** (e.g., interviews, user testing, heuristic evaluation) to **evaluate product usage, identify pain points, and synthesizing findings** into improve usability and functionality.
- **Facilitated workshops** to **present findings** and **generate actionable conclusions**.
- **Delivered research insights** for immediate use in product decisions.
- **Supported data-driven decisions** through actionable recommendations.
- Collaborated with a diverse set of **global stakeholders**.

Statistics Course TA

Ruppin Academic Center | 2023

Quantitative Research Consultant

Contract Work (for a faculty member at the University of Haifa) | 2019-2020

- Led end-to-end **quantitative data analysis** and research design for academic and medical project.
- Delivered **data-driven insights, results reporting** and **methodological guidance**.

Senior Organizational Researcher & Consultant

IE&P Group | 2013-2022

- Defined and product challenges and **user needs**.
- Led **organizational development** and **strategic operational consulting** projects.
- Applied **mixed research methods** and **behavioral assessments**.
- Designed and implemented **learning** strategies, including **annual training plans**, and facilitated workshops.
- **Improved performance from ~ 20% to 60-80%, optimized workflows**, drove process improvements and **mentored** senior management.

Statistics TA and Researcher Assistant

University of Haifa | 2011-2017

Behavioral Assessor

Adam Milo | 2014-2016

SKILLS

TECHNICAL SKILLS

R Python SPSS Qualtrics

Figma Mural Dovetail

Excel PowerPoint Amplitude

PRACTICAL SKILLS

UX Research UX Specification

User-Testing Usability-testing

Heuristic-Evaluation Persona-Analysis

Interviewing Behavioral-Assessment

MILITARY

Compulsory service:

Squad Commander.

Base Commander's Excellence Award

Reserve Service:

- Psychotechnical Assessor in the Behavioral Science Department.
Behavioral evaluation in Lt. Col. assessment centers.

- Organizational Consultant in Division 319 of Armored Corp
Accompanying the division's headquarters in matters of organizational development and learning strategies & solutions.

CERTIFICATES

Groups Facilitator

2014-2017

M.A. in Counseling and Human Development, University of Haifa (Thesis: Personality and Emotions, Grade 95).

Ben-Zeev Foundation Award for Outstanding Research.

Summa Cum Laude (Final GPA 97).

LANGUAGES

Hebrew

Native

English

Full Professional Proficiency