Ralica Parusheva

User Experience Researcher

ruparusheva@gmail.com |+31 6 4407 0451 | linkedin.com/in/rparusheva | ralicaparusheva.com

A UX Researcher with 13 years of experience in people-centered, agile, and project management roles, who approaches challenges with a fresh perspective and passion for innovation. I am detail-oriented, analytical, and skilled in problem-solving and abstraction. I excel at breaking down complex issues into practical and achievable steps that drive positive change. My ability to quickly learn and adapt to new situations allows me to continuously enhance my skillset and remain at the forefront of the constantly evolving technological landscape. I am also a skilled communicator who can effectively present research findings and insights through concise and actionable reports.
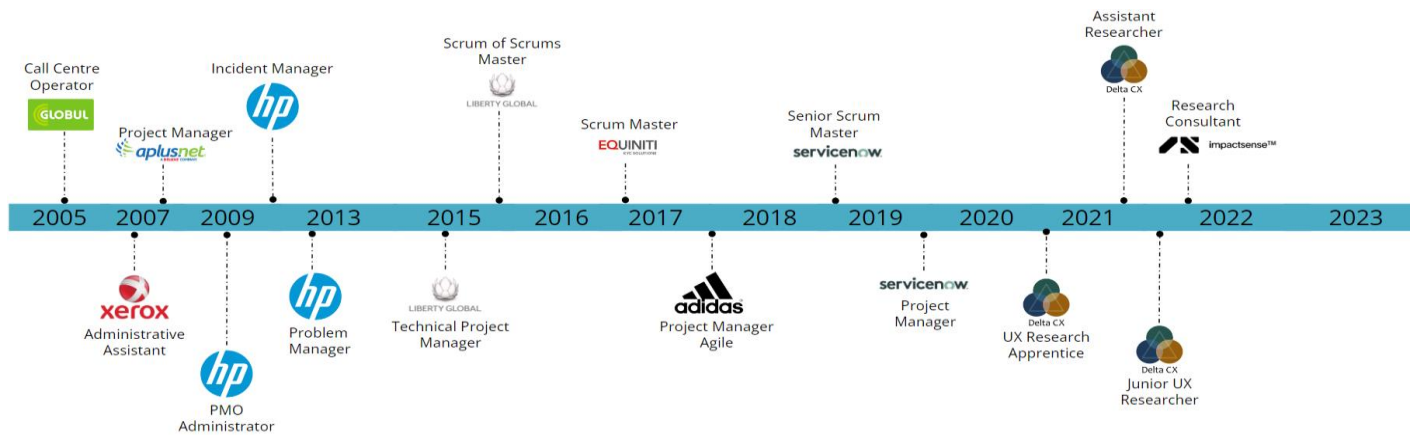
CORE COMPETENCIES

Generative & evaluative research ~ Mixed methods ~ Heuristic evaluation ~ Interviewing ~ Data analysis & synthesis ~ Market segmentation ~ Participant recruitment & management

TOOLS

Alchemer ~ Dovetail ~ Descript ~ Otter ~ Indeemo ~ Qualzy ~ Displayr ~ User Interviews ~ UXtweak ~ Google Analytics ~ Lucid ~ MS Office ~ Miro ~ Calendly

CAREER JOURNEY

WORK HISTORY

IMPACTSENSE, UK | NOVEMBER 2021 – MARCH 2023

RESEARCH CONSULTANT
- Responsible for end-to-end delivery of 15+ research projects;
- Conceptualized and ran 3 diary studies;
- Close collaboration with senior researcher and the client to ensure project objectives are fully met;
- Conducted 40 semi-structured interview sessions, 10 of which with an observational component;
- Moderation and monitoring of research participants on various platforms;
- Responsible for the design, localization, and scripting of 25+ surveys with varying degrees of complexity;
- Analysis and synthesis of quantitative and qualitative data;
- Consolidation of research outcomes in comprehensive and actionable reports (10+) aimed at senior staff members.

Achievements:

Developed the market segmentation approach and golden questions which were used as a model for all subsequent segmentation studies conducted by ImpactSense.

DELTA CX, USA | AUGUST 2020 – NOVEMBER 2021

JUNIOR RESEARCHER
- Assisting the Lead researcher with planning and conducting research activities for an evaluative research project;
- Creation of an extensive usability testing script for a complex prototype (20+ use cases);
- Participant recruitment and outreach.

ASSISTANT RESEARCHER
- Supporting the Lead researcher with research tasks for a full-service research & design project for an e-commerce business;
- Carried out heuristic evaluation with 2 other experts;
- Fully responsible for participant recruitment and communication - both the generative (27 participants in 4 segments) and evaluative part of the study (12 participants in 2 segments);
- Thematic analysis of 27 remote observational sessions;
- Breakdown of the shopping task through task analysis;
- Curation and compilation of participant video montages and highlights;
- Issue list consolidation and recommendations (136 entries);
- Personas & research report review.

UX RESEARCH APPRENTICE

- Generative research apprenticeship assignment for a concept research tool;
- Assessment of 10 existing solutions through competitor analysis;
- Responsible for participant outreach and recruitment;
- Conducted 10 semi-structured interviews with UX professionals;
- Qualitative data analysis - thematic and task analysis based on the interview sessions and social media research;
- Creation of personas based on identified profiles and their motivations, needs, and pain points;
- Consolidation of research outcomes in an extensive 50-page report.

SERVICENOW, NETHERLANDS | SEPTEMBER 2018 – MAY 2020

PROJECT MANAGER
- Close collaboration with function leads on release planning, coordination, and execution;
- SharePoint administration, documentation collection, and organization;
- Ensuring release progress transparency by documenting, monitoring, and periodic updates of a detailed release plan;
- Visualizing department performance through custom-created reports and indicators;
- Meeting facilitation, organizing and driving release planning milestones & events;

Achievements:
~ Introduced a new approach to feature release preparation that resulted in an improved understanding of team effort, story size constraints, and dependencies. This enabled better planning and prioritization of features.
~ Re-structured SharePoint feature release pages and documentation resulting in better organization of release-related documents, artifacts, and improved repository structure.

SENIOR SCRUM MASTER / AGILE COACH
- Working closely with 2 teams in the Performance Analytics business unit;
- Creation of an agile coaching roadmap, negotiating and implementation of agreed activities in collaboration with leads and teams;
- Coaching colleagues 1 on 1;
- Facilitation of team, cross-team sessions, and trust-building activities;
- Explaining agile concepts and suggesting relevant approaches;
- Working with several teams and organizational leads on the revision of the stakeholder process.

Achievements:
Optimized the Stakeholder requests process in close collaboration with the Engineering and Product organizations. It improved the structure of the client requests backlog, internal communication and allowed for efficient prioritization of highly requested features.

ADIDAS, NETHERLANDS | JUNE 2017 – JUNE 2018

PROJECT MANAGER AGILE
- Coaching the team and the organization on various agile approaches/ frameworks and assisting the team with their implementation and adoption;
- Facilitation of Scrum ceremonies;
- Data collection on team performance and helping the team and stakeholders with the introduction of improvements;
- Administrative tasks: budgeting, project documentation creation and maintenance, team Confluence spaces content management.

Achievements:
~ Helped the Core team with their transition from a 6-week deployment cycle to daily deployments.
~ Supported the Checkout team with a successful transition from an existing (Scrum) to a new agile framework (Kanban).

EQUINITI KYC SOLUTIONS, NETHERLANDS | JULY 2016 – JUNE 2017

SCRUM MASTER
- Introduction and implementation of Scrum on team level;
- Coaching and assisting the teams with addressing skills, knowledge and availability gaps through the implementation of good practices such as buddy system, pair programming, tasks rotation, knowledge sharing sessions;
- Facilitation of Scrum ceremonies;
- Coaching management and stakeholders on agile best practices and approaches;
- JIRA/Confluence administration and content management;
- Creation, formalization and documentation of processes and procedures;
- Impediments identification and resolution.

Achievements:
~ Implemented a team-tailored buddy system approach – improved team trust, collaboration, and performance.
~ Introduced a feature implementation process in close collaboration with the team and stakeholders, which improved feature estimates, planning, and delivery.

COURSES

2021: **Udemy**: How to carry out a usability expert review by David Travis
Interaction Design Foundation: Conducting Usability Testing ~ Data-Driven Design: Quantitative Research for UX
2020: Interaction Design Foundation: User Research – Methods and Best Practices ~ Human-Computer Interaction – HCI ~ Become a UX Designer from Scratch ~ Design Thinking: The Beginner's Guide
LinkedIn Learning: Learning design research ~ UX Foundations: Research ~ UX Foundations: Information Architecture ~ UX Foundations: Interaction Design ~ UX Foundations: Multidevice Design
2016: Scrum.org: Professional Scrum Master (PSM I)
2013/2014: **Telerik Academy**: C# Part 1 & 2 ~ C# Object-oriented programming ~ HTML & CSS

EDUCATION

2014: Bachelor's degree in Business Administration - New Bulgarian University, Sofia, Bulgaria

LANGUAGES

English (C2) ~ Spanish (B2) ~ Dutch (A2) ~ Bulgarian (Native)