



# SVETA FOMCHENKO

STRATEGY & UX RESEARCH MANAGER ☎ +972525320010

## ◦ DETAILS ◦

+972525320010  
[svtsvt@gmail.com](mailto:svtsvt@gmail.com)

## ◦ PORTFOLIO ◦

[www.svtsvt.com](http://www.svtsvt.com)

## ◦ SKILLS ◦

Problem Solving  
Design Thinking  
Communication Skills  
Leadership  
UX Research  
Usability Testing  
Data Analysis  
Analytical Thinking Skills  
Fast Learner  
Time Management  
Project Management

## ◦ LANGUAGES ◦

English  
Hebrew  
Russian



## PROFILE

I'm Sveta but everyone calls me Svt. I'm a Strategy & UX Research Manager @Honeywell. Or as I like to call myself, 'a human behavior explorer in a digital environment'. I have great experience as a Product Designer, Mentor, and UX Researcher. My biggest strength is to infuse others with my ideas and get them excited about them.

With great passion for awesome products and a hunger to help create the 'next big thing', I'm an asset to your organization.



## EMPLOYMENT HISTORY

### Strategy & UX Research Manager at Honeywell

2022 - Present

Establishing a combined and transparent way of working for several teams via Jira and Confluence. Maintain a close and continuous relationship with Product Managers regarding upcoming objectives and the roadmap. Providing support to members of the UX Research team by removing any potential obstacles. Improve research team communication, knowledge sharing, and process efficiency by implementing effective tools. Coordinating pre-PI planning with the Design manager. Initiating a change in the internal organizational way of thinking about Agile between UX, Product, and R&D groups.

### Senior UX Researcher & Designer at Honeywell

2019 - 2022

Conducting Design Thinking & Design Sprint workshops. Leading focus groups & user interviews. Defining personas across multiple products. Defining main scenarios & user flows. Writing DoD with PM. Define & test IA. Low fidelity prototyping deliverables. Performing usability tests.

### Lead UX Researcher & Designer at Sirin Labs

2018 - 2019

Perform a generative research with a Human Centered Design approach. Conduct mobile & web app research to implement the usable aspects of each to create the best possible product. Build user flows based on feasibility challenges. Plan and write DoD with the PMs. Conduct UX Research for global audience using mixed methods. Benchmarking. Create UX Copy in-line with brand values. Perform User Interviews and Analysis. Create Personas. Define Information Architecture. Design Wireframes and prototypes. Consider Material Design system development. Lead UI Designers throughout the design and development processes. Work with several PMs on different projects simultaneously while being a core member of the Scrum team. Manage Usability Tests with beta testers in Asia. Define KPI for measurement. Use FireBug for further analytics.

### Senior Product Designer at Matrix

2013 - 2018

responsive design, applications (web & mobile), complex systems, portals, marketing concepts, info and service desks. Design creation process from receiving the brief from the client to accompany the development teams. Understanding the methodology of responsive design and accessibility.

Web Designer at iBario

2012 - 2013

UX/UI, websites, landing pages, branding



## EDUCATION

M.A., Bar-Ilan University

2019 - 2023

Sociology - Social Psychology

B. Design, Shenkar School of Engineering & Design

2006 - 2010

Majored the Interactive Design Program



## COURSES

Design Thinking Workshop Facilitator, Discovers

2019

Usability and User Experience, Netcraft Academy

2012