

Alex Olarnyk

Strategic UX Researcher

Research Expertise

- User Trust & Adoption Growth Models
- Post-launch Risk Evaluations
- Mixed-Methods In Partnership with XFN Teams

Education

Masters

Human Centered Design & Engineering

University of Washington, U.S., 2018

Bachelors

Knowledge Integration

University of Waterloo, Canada, 2013

Volunteering

56th St Arts & Design High School Mentor

Coach to NYC high school students in articulating user experience goals to build confidence in presenting product ideas.

Research Publications

"Context from the Human Perspective:

Dispositions and Practice" (2017) •

Published in Ubiquitous Computing

Analyzed mobile device log data to study the impact of people's surroundings on their intended use of technology.

Design Competition Awards

Model Young Package • 2016

In this sustainable packaging competition, I designed reusable cardboard headphone packaging and achieved a Top 10 placement among 700+ global entries.

Contact

- alexandra.olarnyk@gmail.com
- Living in New York City, open to relocation

Work Experience

Senior UX Researcher

Adobe

Mar 2021 - Present • Full-time • New York

- Crafted growth frameworks to guide product leadership on key pain points regarding photography workflows.
- Collaborated closely with Product Management to establish a risk-based framework for labeling insights in product briefs, enabling structured post-launch A/B tests to evaluate high-risk feature decisions directly impacting users.
- Introduced Frame.io's first feature-specific CSAT survey using Qualtrics and implemented it as a quarterly practice.
- Maintained research excellence by creating sample size and statistical test guidelines.

UX Researcher

Flexport

Nov 2019 - Feb 2021 • Full-time • San Francisco

- Led evaluative research for Flexport's Customs Brokerage Services, developing a dashboard for cost-saving solutions that supported high-stakes decision-making in U.S. and UK markets, enhancing client trust and engagement.
- Shaped advanced search features in Flexport's Product Library database through generative research, employing sacrificial concepts to frame user priorities.

UX Researcher

Uber

Aug 2018 - Oct 2019 • Full-time • San Francisco

- Spearheaded generative research to position Uber Eats as a trusted source for accurate search results for users with food allergies, impacting ~6.2% of adults in the U.S.
- Led mixed-methods research for home feed personalization, which established principles for a new restaurant distinction system, "Top Eats," on the Uber Eats app home feed.
- Improved drop-pin accuracy by analyzing outliers in countries with high failed delivery rates, assisting engineers in fine-tuning navigation accuracy based on user experiences.

UX Writer

Uber

May 2018 - Aug 2018 • Full-time • San Francisco

- Enhanced a home screen feature that lowered consumer delivery fees through courier sharing, addressing trust concerns by conducting usability studies and refining delivery update language to foster user trust.

UX Researcher

Autodesk

June 2017 - Aug 2017 • Internship • San Francisco

- Supported Autodesk's initiative to create a seamless experience across its 99+ products.
- Led evaluative research to establish principles for communicating upload time to users.

UX Researcher

Blackberry

Jan 2013 - December 2013 • Full-time • Canada

- Led global-scale research on smartphone accessories, administering 18 online wear-and-tear surveys to ~300 testers, identifying key areas for usability improvement.
- Optimized tester profiles for surveys, increasing average response rate from ~0.5% to 1.1%.