UX Researcher

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Company: Snaphunt

Location: Pakistan

Category: life-physical-and-social-science

The Offer

Work within a company with a solid track record of success

Excellent career development opportunities

Work alongside & learn from best in class talent

The Job

Responsibilities:

Plan and conduct user research studies, including usability testing, interviews, surveys, and ethnographic studies.

Analyze research data to uncover insights about user behaviors, preferences, and pain points.

Work closely with cross-functional teams, including designers, product managers, and developers, to integrate research findings into product development processes.

Create personas, user journey maps, and other artifacts to communicate research findings and inform design decisions.

Collaborate with stakeholders to prioritize research initiatives and align them with business goals.

Stay current with industry trends and best practices in UX research and incorporate them into our processes.

Advocate for the user throughout the product development lifecycle, ensuring their needs are considered at every stage.

Continuously monitor and evaluate the usability and effectiveness of our products, recommending improvements based on user feedback and research findings.

The Profile

Qualifications:

Bachelor's or Master's degree in Human-Computer Interaction, Psychology, Sociology, Information Science, or a related field.

Proven experience conducting UX research in a professional setting, preferably within a technology or digital product environment.

Strong understanding of qualitative and quantitative research methods, including usability testing, interviews, surveys, and data analysis.

Proficiency with research tools and software such as user testing platforms, survey tools, and analytics tools.

Excellent analytical and problem-solving skills, with the ability to interpret complex data and distill actionable insights.

Effective communication skills, with the ability to present research findings and recommendations to diverse audiences.

Collaborative mindset and ability to work effectively in a cross-functional team environment.

Passion for user-centered design and a commitment to advocating for the needs of our users.

The Employer

Our client is a personality-based social/dating app that allows you to deeply understand anyone and connect with people who intuitively understand you.

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