

# MICHAELA H. PYSNAKOVA

## UX & STRATEGIC RESEARCHER

### ABOUT ME

I'm a strategic & UX researcher with more than ten years of mixed-method research and cross-functional team experience. My passion is leveraging insights and innovation to create social impact. I spent the last five years working as a UX researcher for global companies in Silicon Valley, such as Google, Medallia, Ford, and Kiva.org, helping these companies to create top digital products for their users - small business owners in the USA.

### PROFESSIONAL EXPERIENCE

#### STRATEGIC AND USER EXPERIENCE RESEARCH LEAD / FORD (VIIZR.COM)

*Ford // Palo Alto, CA // 8/2020 – 6/2022*

- Led UX research for desktop and mobile productivity software from its initial discovery phase, through validation and testing to its public launch
- Led strategic research shaping product's road map, feature prioritization, future growth and target audience
- Conducted over 30 user studies from end to end using diary studies, surveys, rapid testing (RITE), usability and concept testing, and user interviews.
- Closely collaborated with a Head of Product, Designers, and the Marketing team
- Trained designers in UX methods

#### USER EXPERIENCE RESEARCH ASSISTANT / GOOGLE ADS SMART CAMPAIGNS

*Google@Adecco // Mountain View, CA // 4/2018 – 6/2020*

- Collaborated with a cross functional team on a longitudinal diary study exploring the impact of COVID 19 on small business advertisers in the USA
- Developed a unified codebook for analyzing responses across various internal surveys measuring satisfaction with a product and campaign performance
- Conducted diary studies, surveys, usability and copy testing, ethnography, empathy sessions, co-creation groups and remote interviews with small and medium business advertisers
- Identified product opportunities for agencies in the US, Europe, and India using mixed-methods such as ethnography, interviews, and global survey
- Collaborated with Product Managers, Designers, Data Analysts, and Engineers to implement research findings to product design and strategy

#### USER EXPERIENCE RESEARCHER / INTERN

*Kiva // San Francisco, CA // 1/2018 – 4/2018*

- Designed surveys, usability testing and qualitative user interviews with existing and potential Kiva lenders and+ Kiva lending teams and communities
- Collaborated with Product and Marketing Teams to implement research findings into Kiva's website

#### CO-FOUNDER OF SOCIAL IMPACT RESEARCH AGENCY

*Center for Social Marketing // Prague, Czech Republic // 9/2013 – Present*

- Led UX research for a news mobile app
- Led research projects using ethnography, interviews, and quantitative surveys
- Found insights to redesign a public sector website with 8 million clients
- Conducted workshops with the stakeholders and incorporated their business requirements into research design

### CONTACT

[michaela.pysnakova@gmail.com](mailto:michaela.pysnakova@gmail.com)

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

[linkedin.com/in/michaelapysnakova](https://www.linkedin.com/in/michaelapysnakova)

### RESEARCH PORTFOLIO

#### EDUCATION

Ph.D. // SOCIOLOGY

Masaryk University, Czech Republic

2006-2011

#### SKILLS // METHODS

Ethnography

Surveys

Behavioral observation

Focus groups

In-depth interviews

Usability testing

Concept testing

Collaborative workshops

Diary study

CRITE

#### RESEARCH TOOLS

Dscout

UserZoom.com

GoToMeeting

Qualtrics

UserTesting.com

SurveyMonkey.com

Atlas.ti

SPSS

Miro

Notion

Figma

InVision

#### UX AFFILIATIONS

South Bay Product & UX Design

UXPA: Bay Area UX Professionals

Association

Palo Alto Design Thinking

## CUSTOMER EXPERIENCE RESEARCHER / TEXT ANALYTICS TEAM

Medallia // San Mateo, CA // 3/2017 – 4/2018

- Analyzed customer feedback from surveys, blog posts and social networks to inform product strategy for global brands in Czechia, Germany, Australia, and USA
- Identified and analyzed 63 themes for 5 clients from 4 countries
- Collaborated with Project and Product Management, and Engineering

## RESEARCH EXECUTIVE / INSIGHT TEAM

Omnicom Media Group // Prague, Czech Republic // 2/2012 – 8/2014

- Led a nationwide ethnographic research The Future of the Czech Republic
- Built an ethnographic research unit at Omnicom Media Group research team and established ethnography as an essential part of the company's value proposition
- Conducted and presented over 50 research projects of digital, TV and print advertising campaigns using ethnography, focus groups, interviews, online surveys, and AB testing
- Designed and conducted a multi-national user study leading to a product redesign and a new culturally-sensitive communication strategy
- Collaborated with Project Management, Creative Design, Media Planning, and Client Service

## PROJECT EXECUTIVE

GfK // Prague, Czech Republic // 5/2011 – 2/2012

- Designed questionnaires and executed online surveys to inform market and brand strategies for global brands operating in Central Europe

## RESEARCHER / PROJECT MANAGER

Masaryk University // Brno, Czech Republic // 5/2005 – 12/2010

- Managed an interdisciplinary research team
- Published a book about mainstream youth in the Czech republic and presented research at international conferences

## COURSES

Design Implementation / Stanford  
2017

Project Management / Stanford 2016

## REFERENCES

**Sean Lemke**  
Head of Partnership  
Viizr (Ford)  
[sean@viizr.com](mailto:sean@viizr.com)  
+1 (989) 245-5337

**Jian Wei Hoh**  
CEO  
Viizr (Ford)  
[jw@viizr.com](mailto:jw@viizr.com)  
+1 (415)481-7486

**Bailey Jones**  
Design Studio Director  
Viizr (Ford)  
[bailey@viizr.com](mailto:bailey@viizr.com)  
+1 (425)772-8290