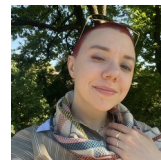


Daria Tusheva

Senior UX Researcher · Mixed-methods research for B2B, B2B2C & B2C products

hello@dariatusheva.com | +43 670 400 0441 | [LinkedIn](#) | [Portfolio](#)

Vienna, Austria or remote



I believe good research should be clear and genuinely useful — not just technically correct. I turn tangled, cross-functional problems into product-ready decisions, and I build the kind of friendly, collaborative research culture that makes teams want to bring me their hardest questions. **5+ years** across B2B, B2B2C, and B2C research, including running end-to-end studies and building brilliant research infrastructure: ops, mentoring, and AI-assisted analysis, inside a fast-moving travel marketplace. Based in Vienna, Austria; open to senior research roles across Europe.

CORE SKILLS & METHODS

- **Methods:** End-to-end mixed-methods research, usability testing, in-depth interviews, surveys & psychometric test design, customer journey mapping, competitive/desk research, statistical hypothesis testing
- **Data & tools:** SQL, R, Python, [Jamovi](#), Excel; SurveyMonkey, SurveySparrow, [QuestionPro](#), [NG Survey](#) (on-premise), [1ka.si](#); Atlas.ti, Dovetail, AirTable, Miro, [YoHe](#), [Wynde](#); Claude, Claude Code — applied AI/LLM-assisted qualitative analysis
- **CX metrics:** NPS, CES, CSAT, CSI, UEQ, ServQual
- **Leadership:** Hiring & people management, research operations infrastructure, GDPR/privacy compliance, cross-functional stakeholder enablement
- **Soft skills:** Ownership & initiative, cross-functional collaboration, stakeholder empathy, solution-oriented communication

PROFESSIONAL EXPERIENCE

Senior UX Researcher · [Emerging Travel Group](#)

Mar 2023 – Present · Vienna / Remote

Sole embedded researcher for the team's product area; manages a Research Operations report.

- **Own end-to-end mixed-methods research** (quantitative and qualitative) for a B2B/B2B2C travel marketplace product area, from discovery through delivery.
- **Partner across product, design, and business functions** to turn cross-functional complexity into shippable, validated decisions.
- **Manage and develop a Research Operations report:** hiring, onboarding, and growing the role from operational support into independent research ownership.
- **Design and operate research infrastructure** for the team: GDPR-compliant consent and data-retention processes, the NPS/CSI measurement program, and in-product feedback tooling (YoHe).
- **Led the on-premise installation of NG Survey** – a technically demanding, cross-team rollout requiring close coordination with engineering and legal.
- **Build AI-assisted qualitative analysis workflows** to scale insight delivery beyond manual coding capacity.
- **Run cross-team research-enablement programs** (e.g. “User Hour”) so non-researchers can validate their own hypotheses directly with users, under UX review.

Customer Experience Manager · [Journi](#)

Oct 2022 – Feb 2023 · Vienna, Austria

Sole CX/UX function for an AI-driven consumer photo-book product.

- Owned research strategy and built the company's first continuous feedback-collection system.
- Advised product and ML teams on prioritization using multilingual usability research, balancing user needs against engineering cost.

UX Researcher (Freelance) · [Independent](#)

Mar 2022 – Oct 2022 · Vienna, Austria

Independent consultant across B2B and B2C client engagements, including [TripleTen](#) (online coding bootcamp).

- Delivered usability studies and interviews for clients across EdTech, internal HR tools, and finance; advocated UX principles to non-UX stakeholders across client teams.

Quantitative Researcher · [CIAN](#)

Feb 2021 – Feb 2022 · Moscow, Russia

Embedded quantitative researcher for a top-3 Russian real estate marketplace.

- Owned full-cycle mixed-method research for internal and external audiences, spanning quantitative and qualitative methods.
- Provided methodological support and training to the wider UX team, raising research quality and consistency company-wide.

Earlier: System Analyst, Alfa-Bank (Feb – Aug 2017) — business analysis and solution architecture during undergraduate studies.

EDUCATION

MA, Critical Gender Studies · [Central European University](#)

2019 – 2022 · Vienna, Austria

- CEU Master's Distinction [Scholarship and Tuition Award](#) for promising students.

BA, Psychology (with Honours) · [Higher School of Economics](#)

2014 – 2019 · Moscow, Russia

- Research assistant, Attention & Computational Models of Eye Movements [study group](#) (2017); teaching assistant, [Social Psychology for Non-Psychologists](#) (2018).

LEADERSHIP & COMMUNITY

- Participant, ETG Ambassadors Programme (2026 – ongoing) — representing the company in external community and talent initiatives.
- Participant, ETG Leadership School (2024 – ongoing).
- Organized and certified a nonprofit UX Summer School program (2021–2022): planned curriculum, lectured on interview ethics, served on the certification board.
- Led hiring processes for senior researcher and research operations roles.

CONTINUOUS LEARNING

- Data Science Specialization, [Yandex Practicum](#) / [TripleTen](#) (self-directed, ongoing) — Python, pandas, and data visualization; recent project analyzed market trends and government-funding patterns in film distribution data.

LANGUAGES

English (Advanced, IELTS 8.0) · German (B1) · Russian (Native) · French & Japanese (Elementary)