SARA HEFNY, PH.D.

Senior UX Researcher

EXPERIENCE

Senior Product Researcher
Hotjar | Remote| September '22- Present
I help multiple product teams make data-driven decisions by leading strategic research and resops end to end, as well as support and mentor designers and PMs running tactical research.

Senior UX Researcher
Xapo | Remote | April '21– July '22
Using mixed-methods research and behavior analytics to drive product growth based on data-driven insights. Developing long-term research infrastructure and data repository. Prioritizing and implementing research studies based on product roadmap.

UX Researcher
Microsoft (Harman) | Seattle | July '19-April '21
Conducted end-to-end studies with Microsoft Edge. Mentored junior researchers in research design/analysis. Collaborated with PMs, engineers, and designers to design and execute studies in AGILE framework.

EDUCATION

Ph.D. | Anthropology
Brown University | 2020

M.A.| Anthropology
Brown University | 2016

B.A.| Near Eastern Studies
University of Washington | 2012

LANGUAGES

English (*mother tongue*)
Italian (advanced)
French (basic)
Arabic (advanced)
- Levantine
- Egyptian

CONTACT INFORMATION

http://www.sarahefny.com

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+39 331.4723058

Rome, Italy

RECENT SPEAKING EVENTS

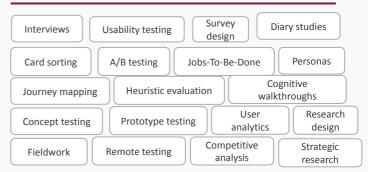**Conducting User Interviews | UX Design Institute**
January 2024

Stanford University | Department of Classics
May 2023

Product Design Week Online| TechCircus
April 2023

RESEARCH TOOLBOX

Interviews	Usability testing	Survey design	Diary studies
Card sorting	A/B testing	Jobs-To-Be-Done	Personas
Journey mapping	Heuristic evaluation		Cognitive walkthroughs
Concept testing	Prototype testing	User analytics	Research design
Fieldwork	Remote testing	Competitive analysis	Strategic research

IN MY FREE TIME I...

- Go to the gym for Reformer pilates
- Play volleyball
- Explore Rome and Italy
- Cook for my partner and friends
- Read (mostly non-fiction and historical fiction)
- Cuddle my Siberian cats, Reo + Piuma