

SARA HEFNY, PH.D.

Senior UX Researcher

EXPERIENCE



Senior UX Researcher

Xapo Bank | Remote | April '21–July '22

Leading UX research team to drive product growth using data-driven insights. Developing long-term research infrastructure and data repository. Prioritizing and developing 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.



Qualitative Researcher

Brown University | Providence | July '15-June '19

Service design research with refugees and service providers. Conducted short, mid-, and long-term studies in U.S., Italy, and Lebanon. Communicated findings to government and NGO stakeholders.

EDUCATION



Ph.D. | Anthropology

Brown University | 2020



M.A. | Anthropology

Brown University | 2016



B.A. | Near Eastern Studies

University of Washington | 2012

LANGUAGES

English (*mothertongue*)

Italian

French

Arabic

- Levantine
- Egyptian

CONTACT INFORMATION



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Rome, Italy

RECENT SPEAKING EVENTS



The BAD Conference | TechCircus

May 2022



Ithaca College | Anthropology Department

October 2021



Next Step | Science of Design

July 2021



UX (R)evolution in Fintech | MindSpark Research

May 2021

RESEARCH TOOLBOX

Interviews	Usability testing	Surveys	Diary studies
Card sorting	A/B testing	Jobs-To-Be-Done	Personas
Journey mapping	Heuristic evaluation	Cognitive walkthroughs	
Concept testing	Prototype testing	UserTesting	Qualtrics
Amplitude	Remote testing	Benchmarking/competitive analysis	

IN MY FREE TIME I...

- Practice vinyasa yoga
- Explore Rome and Italy
- Cook with my partner and friends
- Read (mostly non-fiction and historical fiction)
- Play volleyball