

Kira Noelle Brauda

User researcher with a curious and analytical mindset, driven by the strategic impact of research insights.

I challenge the status-quo with purposeful and goal-driven work. With a holistic mindset, I turn complex topics into meaningful insights and actionable recommendations to create seamless experiences for the user.

Over the past 7+ years, I have guided business and product decisions with valuable research insights, using a diverse mix of methodologies, to bring together user-centricity and business-relevance. I am skilled in quickly gaining an overview and translating the interests of different stakeholders into actionable research topics and deliver ideas and concepts that shape the product and business strategy.

My goal: Strategically driving the creation of innovations that are solving human problems, leaving no stone unturned to uncover knowns and unknowns, to prevent filling the landfill of ideas.

Work History & Experience



Senior UX Researcher at Stepstone GmbH

Since 2023-06

- Identifying, planning, organising, conducting, and analysing research projects autonomously, across multiple product portfolios
- Crafting the conversational AI design playbook and supporting the organisation to understand when and how to use conversational AI
- Deriving strategic insights from research data to inform product and business decisions
- Organising insight activation workshops and planning sessions with product partners to elicit strategic next steps and product implications
- Collaborating with other researchers to evangelize and unify research insights across the organisation



UX Research consultant at Sharpist GmbH

Sept 2022

- Planning and facilitating a strategic workshop with 15 members of the product team to build the research strategy
- Interviewing stakeholders to identify challenges and suggest tailored solutions to integrate research into the product development process
- Working together with the Head of Product, product managers and researchers to craft a plan and bring it into action



Lead user research at Lingoda GmbH

2021-04 to 2023-04

- Leading and growing the User Research team of 3 researchers, including resource allocation, career development planning and mentoring
- Identifying, structuring and executing research projects across the product teams, to inform the longer-term product strategy and roadmap
- Developing the user experience strategy and identifying opportunities for the product through strategic research
- Establishing and scaling of research processes



Research Executive at Point Blank

2020-11 to 2021-04

- Independently managed research projects for clients in the healthcare sector
- Designed project and study frameworks, ensuring alignment with business and research goals, in close coordination with the stakeholders
- Conducted and moderated interviews, group discussions, and workshops with physicians, healthcare managers and patients
- Synthesized findings into actionable reports, translating complex research into strategic recommendations for clients.



UX Researcher at Bewatec Connected.Care, Berlin

2019-06 to 2020-10

- Working in a cross-functional product team on an innovative digital solution in the health-tech sector.
- Planning, conducting, and evaluating fundamental customer discovery research through in-depth interviews and ethnography
- Aggregating large amount of data into a streamlined patient journey to shape the product vision and story with that research insights
- Concepting, wireframing and validating new product ideas
- Analyzing and prioritizing usability issues across platforms



UX Researcher at Vivy GmbH, Berlin

2018-03 to 2019-06

- Supporting and consulting of 5 product teams
- Guiding decision making for product strategy
- Creating personas based on qualitative and quantitative research methods
- Establishing the UX department within the company
- Evaluating, prioritising and implementing user feedback

Education & Skills

Education

Specialized Education

- 2024-11 UX Management: Strategy and Tactics
- 2023-01 Managing User Experience Strategy NNgroup Exam
- 2020-05 User Experience Nanodegree Udacity -
Graduation project: "Berlin on the Move: Smarter, Faster, and More Connected"
- 2020-03 Generating Big Ideas with Design Thinking NNgroup Exam
- 2020-03 The Human Mind and Usability NNgroup Exam
- 2018-07 UX Fundamentals CareerFoundry -
Graduation project: "Smokefree with mindfulness"

Formal education

- 2016-08 to 2017-11
Master of Science: Behavioral Economics Erasmus University Rotterdam -
Rotterdam, Netherlands
- 2012-10 to 2015-11
Bachelor of Science: Business Administration Humboldt-University Zu Berlin - Berlin,
Germany
- 2014-08 to 2015-01
Exchange Semester in Course of The ERASMUS Program: Marketing and Psychology
ISCTE-IUL - Lisbon, Portugal

Tools

Proficient in	Knowledge of
<ul style="list-style-type: none">• Dovetail• Qualtrics• SurveyMonkey• Askable• Playbook UX• UserZoom• UserTesting• Userbrain• Mural/Miro• Notion	<ul style="list-style-type: none">• Figma• Lyssna• PowerBI• Airtable• Miro• Google analytics

Languages:

- German, native
- English, C2
- Spanish, A2

Experience

- Generative research
- Ethnographic studies
- User interviews
- Participatory research
- Concept testing
- Rapid iterative testing
- Usability testing
- Workshop facilitation
- Surveys
- Analytics
- Desk research
- Meta analyses

Deliverables

- Research reports
- Benchmarking
- Prototypes and wireframes
- Information architecture
- Content inventories
- Behavioral archetypes
- Personas
- Jobs to be done
- User stories
- Experience maps
- User journeys