

# Kira Noelle Brauda

User researcher with a curious and analytical mindset

I stand for challenging the status quo in diverse teams with purposeful and goal-driven work. I am passionate about creating seamless experiences by trying to understand people and contexts thoroughly and applying a holistic mindset. I believe it is inevitable to develop companies and products from a human perspective.

The last 5+ years have helped me gain experience in guiding business and product decisions at different stages with research insights using a variety of methods. I am trained in quickly gaining an overview and translating the interests of different stakeholders in complex B2B2C settings into ideas and concepts.

My current goal: Strategically driving the creation of innovations that are solving a human problem and will not end up in the digital landfill.

## Work History

Since  
2021-04

### Lead user research

*Lingoda GmbH*

- Leading and growing the User Research team of 3 researchers
- Developing the user experience strategy at the company and identifying growth opportunities for research
- Training, educating and sharing best practices with the overall product and design team
- Identifying, structuring and executing research projects that inform the longer-term product strategy and roadmap

2020-11 to  
2021-04

### Research Executive

*Point Blank*

- Independent and autonomous execution of projects in the field of Healthcare (Pharma and Medical Technology)
- Including conception of project and study design, coordination with the client in the company, moderation of interviews, group discussions, workshops (with physicians and patients) and the analysis and preparation of results reports

## Contact

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## Experience

### User Research

- Strong experience with various ethnographic studies, generative research methods and information architecture.
- Experience in quantitative methods, mainly questionnaires, analytics and desk research.

### User Testing

- Well experienced in user and usability testing
- Full responsibility from setup, hypothesis development, execution, evaluation and stakeholder communication.

### Workshop facilitation

- Experience in facilitation of workshops, planning, inviting, moderation, evaluation and follow ups.
- Application of design thinking methods

### Deliverables

- Research reports
- Prototypes
- Wireframes
- Information architecture
- Content inventories
- Behavioral archetypes
- Personas
- Jobs to be done
- User stories
- Experience maps
- User journey

2019-06 to  
2020-10

## UX Researcher

*Bewatec Connected.Care, Berlin*

- 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
- Concepting, wireframing and validating new product ideas
- Analyzing and prioritizing usability issues across platforms

2018-03 to  
2019-06

## UX Researcher

*Vivy GmbH, Berlin*

- Influencing decision making for product strategy
- Creating personas based on qualitative and quantitative research methods
- Established the UX department within the company
- Supporting and consulting of 5 product teams
- Evaluation prioritization and implementation of user feedback within the product development process
- Conception and user flows based on insights from user testing

## Education

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Since **User Experience Nanodegree**

2020-05

*Udacity*

2020-03 **Generating Big Ideas with Design Thinking**

*NNgroup Exam*

2020-03 **The Human Mind and Usability**

*NNgroup Exam*

2018-07 **UX Fundamentals**

*CareerFoundry*

2016-08 to **Master of Science: Behavioral Economics**

2017-11

*Erasmus University Rotterdam - Rotterdam, Netherlands*

2012-10 to **Bachelor of Science: Business Administration**

2015-11

*Humboldt-University Zu Berlin - Berlin*

2014-08 to **Exchange Semester in Course of The ERASMUS Program:  
Marketing and Psychology**

2015-01

*ISCTE-IUL - Lisbon, Portugal*

## Languages

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German, mother tongue  
English, C2  
Currently learning Spanish

## Volunteering

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Organizing member of the  
ResearchOps Community  
Berlin

Mentor for a Junior UX  
Researcher at  
[mentoring.design](https://mentoring.design)

## **Breaking the Habit**

*The influence of current mood on the status quo bias*

The status quo bias describes the tendency, to stick to a current situation, although another option would be more beneficial. Many people are subjected to the status quo bias and are therefore resisting change. So far, in current literature instantaneous mood has rarely been analyzed as a cause for the status quo bias. The focal goal of my thesis was to examine the effect of a positive mood on the openness towards change. Individuals are constantly confronted with change and novelties. Their adversity towards something new hampers people's well-being, hinders progress and increases innovation resistance. To answer the research question: "Does current mood influence the openness towards change?" and if so "in which direction?", an online experiment with 96 respondents was conducted. The main finding of this experiment indicates that mood has a negative effect on the general status quo bias. However, when specifically tested for innovation resistance as expression of the status quo bias, the relation is positive. These contradicting results for a general status quo bias and a status quo bias dependent on innovation resistance emphasizes the urge to further investigate the relation between current mood and status quo bias. Change is often needed to achieve progress and increase welfare (Graham, 2002). Not only individuals, but also organizations and companies show a tendency towards this bias. Increasing the openness towards change and the acceptance for novelties would decrease the barriers new solutions face and therefore, speed up the process of beneficial progress.

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