Kochav Koren *PhD (He/Him)*
UX Research Specialist

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🏠 São Paulo, Brazil   🌐 Kochav.Science   in /KochavNobre

Bilingual UX Researcher with 10 years of experience. Worked at Ernst & Young in the mining and software sectors.

💼 Work Experience

Researcher/Hybrid
Adam Mickiewicz University

2024 – ongoing
Poznan

» English/Publications
> Data analysis, scientific article production, and questionnaire design using Qualtrics.

UX Research Specialist/Remote
Ernst Young EY

2022 – 2024
São Paulo

» Portuguese/English/Design Thinking
> Recruitment, moderation, and analysis of workshops.
> Co-creation of prototypes with the Design team.

Product Research Lead/Remote
will Bank

2021 – 2022
São Paulo

» Portuguese/Team management
> Implementation of mixed-method research and agile processes.
> KPI development and budget management.

🎓 Education

ESPM
Bachelor's Degree in Media Studies

2004 – 2010
Rio de Janeiro

UFC
Master's Degree in Sociology

2013 – 2015
Fortaleza

UFRN
PhD in Media Studies

2016 – 2019
Natal

⚗ Projects

🎓 Academical: Nature Journal

2022 – 2025

» English/Quantitative analysis
> Co-authoring research published in one of the world's most prestigious scientific journals.
> Collaboration with researchers from over 68 countries.

👤 Personal: Cross-Cultural Moderation & Facilitation

2022 – 2024

» Português/Español/English/Multinational Research & Workshops
> Conducted qualitative research and usability studies with international teams across Latin America and Europe.
> Moderation of research sessions and workshops with participants from diverse cultural backgrounds.

💼 Work: Seamless Customer Migration & Safety in Mining

2021 – 2024

» Português/Español/English/Usability & Governance
> Led a frictionless migration of 5 million customers from one experience to another.
> Ensured worker safety in a global mining company through co-created wearable safety devices and moderated high-impact workshops on data governance for corporate decision-making.

💬 Communication

Português *Native*   **English** *C1/Fluent*   **Español** *B2/Advanced*   **Polski** *Basic*

⚙ Skills

Qualitative Research & Ethnographic Methods   Dovetail, MAXQDA, In-depth interviews, Focus groups, Shadowing and Co-creation.
Quantitative Research & Data Analysis   AB Testings, Surveys, Qualtrics, SurveyMonkey, Typeform, Google Forms, Excel and R.
Usability Testing & User Behavior   Hotjar, Crazy Egg , Maze, Heuristic analysis, Heatmaps.
Insights & Facilitation   Figma, Notion, Mural, Miro, Design Thinking Workshops, Storytelling, Design sprint and PPT.