

Kochav Koren Nobre

A Product Researcher based in Poznań

portfolio: www.kochav.science/cases

I am a product ethnographer and a qualitative researcher leading usability tests, focus groups, in-depth interviews, eye tracking by driving, and analyzing mixed methods data since 2012.

I currently work as an experience scientist at **EY** and volunteer as a research collaborator at the Many Labs at **Harvard**.

Sep '22 — present

Ernst & Young, UX Research Specialist



- In charge of running qualitative research at a mining company
- Building research insights for digital experiences

Oct '21 — Apr '22

will Bank, Product Researcher Lead



- Mixed methods and agile process implementation
- Management of ten researchers
- Prioritization of features from research inputs
- Measuring research efforts with KPI

Apr '21 — Oct '21

Cidlic, Product Researcher



- Usability testing and linguistic coding
- Journey design by analyzing surveys & focus groups

+5 research roles since 2012



In what he called media triangulation research, he studied several focus groups with participants from different nationalities, and added to that an innovative ethnographic examination into interaction among group members through WhatsApp, crossing qualitative data with quantitative research.



Kochav is more than passionate about UX; he is passionate about people and life stories. He is always oriented to bring the best usability to our clients; his academic experience and sociological vision make every process more human.

A Researcher

A Head of Customer Success

Skills

Product Research

Conversational Design

Focus Group

In-depth interviews

User journey

Design Thinking

Discovery

Quali coding

AB Test

Cocreation

Atlas.ti

Miro/Mural

Surveys

Workshops

Figma ain't prototyping

kkn

shoot me a line and let's talk:

Education

ongoing (english)

MA in Mediterranean Studies

Adam Mickiewicz University

'19 (portuguese)

PhD in Media Studies

UFRN, Brazil

'15 (portuguese)

MSc in Sociology

UFC, Brazil

'10 (portuguese)

BA in Media Studies

ESPM, Brazil

Volunteering



Entrepreneurship



Founder of Ernest Manheim Lab, leading UX and market research since 2012

Joy



Creator of Qualichat, a open-source software in Python, all free



Visiting scholar at Universität Bremen (2022) & Kansas University (2018)



Migrate 2 million customers with minimal turning rate to a new banking experience

Languages

Portuguese

Native

English

Fluent

Spanish

Fluent

Polish

Learning

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