

EDIT ÁCS-HERBAI

SR.UX RESEARCHER

CONTACT

+36703391661
edusherbai@gmail.com
Budapest, Hungary

PROFILE SUMMARY

Senior UX Researcher with 5+ years of experience leading mixed-methods research in enterprise SaaS and financial services. Skilled at driving product strategy through actionable insights, influencing cross-functional teams, and scaling research practices across organizations.

EDUCATION

BUDAPEST UNIVERSITY OF
TECHNOLOGY AND ECONOMICS

M.A. Communication & Media
(2018–2020)

EÖTVÖS LORÁND UNIVERSITY
B.A. Sociology (2015–2018)

RESEARCH METHODS

Generative interviews, usability testing,
surveys, journey mapping, concept
testing, mixed methods, A/B testing

TOOLS

UserTesting, Dovetail, Figma,
Qualtrics, Maze, Miro, Rally,

LANGUAGES

- English: Fluent
- German: Basics
- Hungarian: Native

WORK EXPERIENCE

2022 - PRESENT

Genesys Cloud

Senior UX Researcher

- Leading end-to-end UX research initiatives, combining qualitative and quantitative methods to shape product strategy and design decisions.
- Collaborating with cross-functional teams to align research outcomes with business objectives, driving measurable product and experience improvements.
- Championing a user-centered mindset across the organisation to strengthen research impact and UX maturity.

Budapest Bank

2021 - 2022

Junior UX Researcher

- Analysed user research data to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning, leading to redesign that reduced error rates.
- Delivered insights that informed rollout of the *House Loan* page, driving higher mobile engagement.
- Identified usability issues in the mobile banking app, leading to a redesign that reduced errors.

Internships

2019-2020

- Conducted market research at Kantar Hungary, supporting FMCG and telecom projects with survey design, quantitative analysis, and client-ready reporting.
- Worked as a service design intern at meet agency, mapping user journeys, creating blueprints, and supporting workshops and interviews.
- Gained early exposure to both market and user research, building a foundation for later UX research roles.