

Alisa Vinokurova

UX Researcher passionate about driving evidence-based, user-first design decisions.

Seattle, WA · Willing to Relocate · [redacted for website] · www.alisavinokurova.com
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EDUCATION

University of Washington Seattle, WA

SEPTEMBER 2022 - JUNE 2025

Bachelor of Science, Human Centered Design and Engineering

3.6 GPA

RESEARCH-RELATED SKILLS

Participant Recruitment and Screening · Scoping · Usability Studies · Qualitative Research
Contextual Inquiry · 1:1 Interviews · Survey Creation and Distribution · Miro · Collaboration
Stakeholder Communication · Research Synthesis · Data Visualization · Figma

DOMAIN EXPERIENCE

Tiered Membership Design for Seattle REconomy

UX Researcher (April 2026-present)

- Designed a two-tier access framework to mitigate tool theft.
- Analyzed platform reports in Google Sheets using formulas to cross-reference tool usage against historical theft data, isolating the 30 highest-risk assets for tier placement.
- Developed, launched, and analyzed an internal survey to capture user feedback.
- Authored a policy proposal to align trustees on system logistics, milestones, and goals.

Revolve Solar: UX Research and Website Redesign

Researcher for Capstone Project for UW HCDE (2025)

- Developed and executed a participant recruitment strategy, contacting 186 farms across Washington State and recruiting 26 participants for interviews and a survey.
- Planned and conducted interviews, surveys, and usability studies with local farmers.
- Gathered insights to identify user needs, behaviors, and pain points.
- Led weekly meetings with leadership to align research with evolving business objectives.
- Research findings revealed critical product-market fit issues, resulting in paused product development with a clear roadmap for improvement.

YouTube Music Usability Study Project

Qualitative Researcher (2023)

- Performed a thorough preliminary analysis to understand the problem space.
- Planned and conducted usability studies using qualitative and quantitative methods.
- Synthesized findings into clear, actionable insights mindful of the technical constraints of cross-functional teams, i.e., computational resources for algorithmic improvements.

OTHER EXPERIENCE

Alisa's Masks

Founder and Designer (2020-2021)

- Managed the end-to-end design, production, and marketing of 200+ face masks.
- Conducted informal user interviews to elicit customer feedback and gather insights.
- Analyzed responses to product design and packaging and iterated based on feedback.