

# MIJA SANDERS

USER EXPERIENCE RESEARCHER

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## EDUCATION

MA, SOCIAL SCIENCES  
University of Arizona, Tucson  
2012

PHD, SOCIAL SCIENCES  
University of Arizona, Tucson  
2020

## SKILLS

Qualitative research

User interviews

Writing study plans

SUS and ASQ Methods

Critical Decision Method

Discovery research

User telemetry

Usability

Surveys

## AWARDS

Bilinski Dissertation  
Fellowship, 2018-2019

Fulbright-Hays Dissertation  
Research, 2017-2018

## PROFESSIONAL PROFILE

Mija is an experienced PhD level mixed methods user experience researcher with over 10 years of combined experience in academia and private industry. She leads efforts to understand and communicate the cognitive factors impacting human needs, behaviors, and motivations to inform user-centered design and the development of innovative digital products and services.

## EXPERIENCE

EPAM | Remote | Feb 2021 – Nov 2023

*User Experience Researcher*

- Served a major health care client as a UX researcher, gathering insights through surveys and usability studies to improve patient charting software, improve study designs for understanding nurse experiences, and refine the organization's medical icon library.
- As a senior researcher for a major financial industry client, contributed to the shipping of 10 new enterprise features for the Transfers team.
- Took initiative to propose new research and was selected by leadership to evangelize UX research and lead UX discovery research on a new product team, resulting in five new features for the Estates team in six months.
- Completed nine discovery studies and five usability studies in six months.
- Accomplished significant UX evangelism, elevating user requirements to the same level as technical and legal ones.
- Guided the product team in UX research maturity, resulting in an improvement from level 1 "emergent" to level 5 "integrated" (on the NNG UX maturity scale of 1-6).
- Established processes to help the PO and product team to identify new features for research.
- Led UX research strategy with the project digital leads.
- Conducted eight complex icon studies with 30-45 users per study. Used Quantitative methods (leveraging analysis of statistical significance) to analyze the data and write compelling PowerPoint presentations to share insights with the team.
- Employed strong presentation skills to deliver insights and analyses to product owners, designers, and to leadership.

## UX RESEACH TOOLS

User Testing

UserZoom

Qualtrics

Figma

Miro

Jira

## LANGUAGES

Turkish

Arabic

## VOLUNTEERING

MOICA

Portland

September 2021-2022

PORTLAND REFUGEE  
SUPPORT GROUP

Portland

2020-present

## EXPERIENCE

THE UX AGENCY | London-Remote | Oct 2021

*UX Researcher*

- Performed user research resulting in the identification of 10 new filters to serve Amazon Business search users.
- Conducted 20 in-depth, 75-minute structured interviews in three weeks with Amazon Business customers with a focus on Amazon search.
- Performed frequent stake-holder interviews with the client, analyzed user feedback, made recommendations, and produced a 10-page report.

MICROSOFT (HARMAN CONNECTED) | Redmond, WA | Feb 2020 – Dec 2020

*User Research Program Manager*

- Managed and designed 20+ user research sessions for Redmond-based and international feature teams across the Microsoft ecosystem, guiding research for product improvement.
- Designed complex studies to target users through in-product telemetry-based notifications.
- Implemented research sessions and conducted research with customers for applications such as PowerPoint, Excel, Teams, Outlook, Project, and Planner.
- Conducted internal and external interviews, analyzed data, and wrote reports to inform scaled customer research strategy.
- Presented the internal research tool to VPs and principal level engineers, designers, program managers and researchers on a weekly cadence to evangelize the research tool at Microsoft.

MOICA | Portland, OR | Dec 2019 – Feb 2020

*User Experience Researcher*

- Accomplished meaningful discovery and guerrilla research to identify user needs related to a mobile scheduling app, which provided new direction in the product development.