

Amit Hilel

UX Researcher | Mixed-Methods Research | Product Discovery & Strategy

amithilel0211@gmail.com | +1 (650) 405-2823 | Sunnyvale, CA | Portfolio: amithilel.com



PROFESSIONAL SUMMARY

UX Researcher with 8+ years of experience leading end-to-end research across consumer products, early-stage startups, and public-sector platforms. Combines a strong foundation in psychology and quantitative methods (Factor Analysis, Regression, ANOVA) with deep qualitative expertise (in-depth interviews, journey mapping, usability testing) to translate complex user and market insights into clear, actionable product decisions. Experienced in building research practices from scratch in organizations without existing frameworks, and in advocating for user-centered decision-making with cross-functional stakeholders. Proven ability to rapidly learn new domains, align research with business goals, and deliver measurable impact. Leverages AI tools and rapid prototyping to accelerate research workflows, generate interactive prototypes, and bridge the gap between insight and implementation.

EXPERIENCE

UX Researcher (Freelance) (Clients: Insight, Global Surveys, Government Agencies, inteRFace R&D)

2023 - Present

Led end-to-end UX research for private-sector and public-sector clients, from problem definition through methodology design, data collection, analysis, and stakeholder presentations. Operated as the sole researcher on most engagements, building research practices where none existed. Integrates AI tools into the research workflow—using LLMs to accelerate qualitative coding, generate discussion guides, synthesize large datasets, and rapidly prototype interactive concepts (vibe coding) to test ideas earlier and communicate research-driven solutions to stakeholders.

GlassesUSA — Consumer Research for First Physical Retail Store

- Led end-to-end qualitative research for an online eyewear company's first brick-and-mortar store in Boston. Conducted in-depth interviews with insurance-holding customers, built a full customer journey map (pre-visit → eye exam → frame selection → checkout → post-purchase), and performed thematic coding using NVivo.
- Findings:** Customers experienced the eye exam (medical) and frame purchase (emotional) as disconnected. Insurance calculated manually with pen & paper → mistrust and frustration. Strong-prescription customers couldn't evaluate frames without lenses → decision paralysis and heavy reliance on social validation.
- Impact:** Recommendations led the team to redesign the exam-to-purchase transition, digitize the insurance calculation flow, and introduce visualization tools—reducing friction at critical conversion points.

Arduino Studio — Discovery Research for Seed-Stage No-Code Hardware Startup

- Joined as the first researcher at a startup building a no-code platform for hardware/microcontrollers. Advocated for discovery research when the team wanted to skip to development. Conducted user interviews, competitive analysis, and cognitive walkthroughs. Learned embedded-systems domain from scratch to bridge technical concepts and non-technical user mental models.
- Findings:** Market tools claimed “no-code” but required programming at critical points. High cognitive load from unexplained terminology. Core gap: users wanted to define system behavior (“when X happens, do Y”) while tools forced developer-style code thinking.
- Deliverables:** Designed a behavior-based interaction model replacing code with visual trigger-condition-action flows, ready-made templates covering 80% of use cases, step-by-step guidance, real-time validation feedback, and plain-language explanations.

Industry Knowledge

Market Research
User Interviews
Usability Testing
Data Analysis
Customer Experience
Product Design
User Interface
User Experience
Design Research
Mixed-Methods Research
Web Development

Tools & Technologies

Figma, Axure, Lookback, NVivo, Spss, Excel, SQL, Wordpress, Zapier, Google Analytics, SurveyMonkey, AI-Assisted Research & Prototyping (Claude, ChatGPT, Cursor).

Languages

English

Education

- User Experience Design- Technion
- M.A Social Psychology- IDC
- B.A Psychology- Max Stren Valley Academic

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Tel Aviv Municipality — “My DigiTel” Personal Resident Portal

- Led mixed-methods usability research on the city’s new digital resident portal (payments, services, transportation, parking, classes) across mobile and desktop. Designed and ran moderated interviews and unmoderated sessions (via Lookback). Segmented participants by age group and device. Built task scenarios and performed full analysis.
- **Findings:** Residents expected personalization (“built for me”) but found a generic interface. Navigation was inconsistent—unclear icons and categories. Critical: sections redirecting to external sites caused disorientation; many couldn’t return and abandoned the platform entirely.
- **Recommendations:** Global search, reduced external redirects with clearer handoff, interest/location-based personalization, accessibility improvements for older users, redesigned icons and labels. Prioritized within organizational constraints with stakeholders.

Tel Aviv Municipality — 106+ WhatsApp Reporting Tool

- Evaluated a new WhatsApp-based municipal service to reduce phone hotline load. Designed a hybrid approach: moderated Zoom sessions with structured scripts + unmoderated longitudinal testing (10+ days of real-world usage). Participants reported real city issues exclusively via WhatsApp, completed post-report surveys, and joined a 40-minute final debrief.
- **Outcome:** Captured both authentic daily behavior patterns and reflective user insights—informing the service design before full public rollout.

Healthcare Organization — Flu Vaccination Behavioral Research

- Researched why older adults weren’t getting flu vaccinations despite availability. Conducted interviews with older and younger adults and analyzed the health app’s vaccination flow.
- **Key insight:** The problem was friction, not resistance—vaccination info was buried, the booking flow required active searching, and the topic wasn’t top-of-mind.
- **Solution & impact:** Proposed changing the default: auto-scheduling vaccination appointments with opt-out/reschedule. Very few canceled; most showed up. Nudge-based approach significantly increased vaccination rates by removing friction while preserving choice.

Senior Market Research Manager (Marketest — Consulting and Research Institute)

2016 - 2023

- Led end-to-end market research across finance, credit, banking, healthcare, and consumer sectors using both qualitative and quantitative methodologies.
- Designed and managed large-scale surveys, conducted focus groups and in-depth interviews, and applied advanced statistical analysis (Factor Analysis, Multiple Regression, ANOVA, segmentation) using SPSS.
- Delivered customer satisfaction studies, benchmarks, mystery shopper programs, market potential analyses, and competitive landscape assessments for enterprise clients.
- Consulted directly with senior leadership at major financial institutions, translating data into strategic recommendations that influenced product roadmaps and business decisions.
- Presented research findings to C-level stakeholders, guiding large-scale investment and product strategy decisions.