

Leemor Yuravlivker

User Experience Researcher and Designer

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www.leemor.me
New York, NY

Work Experience

- 9/13 - Now** ● **IBM** New York, NY
Senior User Experience Researcher and Designer, Managing Consultant
 - *Lead UX Researcher and Designer for the Watson Health Real World Evidence*
Conducted qualitative and quantitative user research, designed wireframes, built prototypes, and led user-focused design workshops with Product Management and Engineering to build an informatics platform for epidemiologists and data scientists within pharma
 - *User Researcher for insurance company*
Conducted survey, data analysis, and remote usability tests
 - *UX and Business Analyst for Citibank*
Produced first banking Apple Watch app
- 11/15 - 5/16** ● **Data Society** New York, NY
Lead UX Designer
 - Designed a transformative data analysis and visualization platform for a large education-focused foundation to analyze the largest U.S. survey of K-12 teachers and principals, and K-12 education data for all 50 states. This is the largest and most complex tool today for analysis of K-12 data, and has been requested by state and federal education agencies
- 6/10 - 8/10** ● **Microsoft** Redmond, WA
Software Developer in Test, Co-op
 - Implemented a framework to automate the collection of performance load testing counters

Education

- 9/08 - 5/13** ● **The University of British Columbia**
Bachelor of Commerce with Honors
Sauder School of Business
 - *Double Major* Computer Science and Business
 - *Top Courses* Calculus (91%), Computer Systems (87%)

Interests



Snowboarding Travel Froyo Blogging Cosmology Music

Profile

Leemor has over four years of user experience design, user research and management consulting experience in the tech, healthcare, education, and financial industries. She believes that an iterative, user-centered design approach is essential to produce a highly effective, efficient, and satisfying product in the market.

Skills

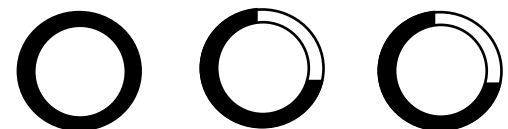
Research and Design Wireframing, Interviewing, Storyboarding, Workflows, Cognitive Walkthroughs, Journey Maps, Personas, Rapid Prototyping, Surveys, Usability Testing, Ethnographic Studies, Agile/Scrum, Empathy Mapping, Heuristic Evaluations, Information Architecture, NPS

Applications Sketch, InVision, Axure, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Survey Monkey, Balsamiq, Keynote, Jira, UserTesting

Honors & Awards

- 5/17** **Manager's Choice Award: Unite to get it done now**
IBM
- 6/16** **Manager's Choice Award: Putting the client first**
IBM
- 5/13** **Maria Klawe Service Award**
UBC
- 6/12** **Anita Borg Scholarship for Women in Computer Science**
Google
- 4/12** **Telus Excellence in IT Award**
Telus

Languages



English Spanish Hebrew