

Dora Farkas

Senior User Researcher & Strategist

I research humans to move businesses forward.

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Researcher, educator, consultant: I lead end-to-end research that drives products, services and strategy. With **8+ years' experience** across tech, finance, energy and public sector, I've delivered insights mixing qualitative depth with strategic storytelling for **Google, Booking.com, HMRC** and more.

SELECTED WORK & IMPACT

Fintech startup Independent User Researcher — Freelance

Led an AI-assisted Jobs-to-be-Done study, 15 remote in-depth interviews, that shaped the next quarter's product strategy; analysis took about a week instead of three.

Google User Experience Researcher — Contract

Shaped research strategy with roadmaps tied to Q4 '24 – Q1 '25 OKRs, identified high-impact opportunities and evidence-led hypotheses, and led 30+ interviews and 10+ participatory design sessions behind 4 new features.

Fidelity Senior User Researcher — Contract

Fixed 30+ usability issues and informed 5+ new product features, reshaping 11 customer-facing retirement planning calculators.

Barclays Senior Design Researcher — Contract

Ran 30+ generative and 15 evaluative sessions, enabling stakeholders to champion user needs, which directly informed 2 new service offerings and improved adoption of key features.

Capgemini UK | HMRC Senior UX Researcher — Permanent

Built usability testing and interviews into the agile delivery cycle, associated with an estimated 30% less wasted development time, coaching 20+ colleagues and supporting a passed GDS Standard assessment.

UX Studio UX Researcher — Permanent

Drove the redesign of a language learning app (Day-1 retention ↑3%, iOS trial cancellations ↓5% in 6 months) through 10+ generative and 30+ evaluative sessions.

STRENGTHS

- **Mixed-methods research:** qualitative and quantitative, from interviews and Jobs-to-be-Done (JTBD) to surveys and data analysis.
- **Strategic impact:** turning research into OKRs, roadmaps and new features.
- **Cross-functional collaboration** with product, design and business teams.
- **Stakeholder buy-in:** research that lands and drives stakeholder decisions.

METHODS & TOOLS

Methods: user interviews, JTBD, usability testing (moderated and unmoderated), surveys, diary studies, card sorting, journey mapping, service blueprints, accessibility research (GDS), AI-assisted synthesis.

Tools: Dovetail, Figma, Miro, Maze, UserTesting, Lyssna, User Interviews, dscout, Qualtrics, Hotjar, Amplitude, Prolific, Claude.

BEYOND RESEARCH

- **Certified Transcendental Meditation® Teacher** — teaching since 2017.
- **Special Needs Education B.A.** (Summa Cum Laude) — University of Szeged.
- **ADPList Mentor** — supporting people in product worldwide.

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CAREER HISTORY

Nov 2024 – Present	**Freelance**	Self-employed
Jun 2024 – Nov 2024	**Google**	Contract
Jul 2023 – Jun 2024	**Freelance**	Self-employed
Feb 2023 – Jun 2023	**Booking.com**	Contract
Aug 2022 – Feb 2023	**Shell Innovation Hub**	Contract
Mar 2022 – Jul 2022	**Fidelity International**	Contract
Aug 2021 – Mar 2022	**Barclays**	Contract
Jan 2021 – Aug 2021	**Capgemini UK | HMRC**	Permanent
Oct 2019 – Dec 2020	**UX Studio**	Permanent
Jun 2017 – Oct 2018	**Pronovix**	Permanent