

Simina Megyes

SENIOR UX STRATEGIST

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I turn research into decisions: scoped to the stakes, told as a story the audience can act on, and checked afterwards for what changed. 12+ years from UX design to research leadership across communications, cybersecurity and enterprise software, with a technical background that shapes how I choose method and confidence.

Lead Strategic Researcher

Jun 2025 – Present

8x8

PRODUCT STRATEGY

- Owned the research that shaped 8x8 Pulse, now a shipping conversational-intelligence product, from early discovery through concept testing and churn-signal work; defining product direction and core flow as research lead throughout. The director in charge of the product called my CSM-team insights “crucial”.
- Answer product direction questions raised by product leadership, including the Chief Product Officer, combining customer research with competitive research. The answers changed how we market some products.

AI RESEARCH SYSTEMS

- Built the internal AI research platform 8x8’s product teams now run studies on: AI moderator, automated insight repository, participant management and a layer connecting qualitative findings to product-usage and competitive data. Built end to end on the Claude API with a manual evaluation loop to keep output reliable.
- Shipped an AI research assistant that turned research from a bottleneck into a self-serve capability, letting product and design teams run their own studies without adding headcount.

Senior UX Researcher

Dec 2023 – May 2025

The Access Group

STRATEGY AND MEASUREMENT

- Defined the 0→1 research strategy for a suite-wide AI assistant, shaping a contextual integration model across 20+ product lines. The research changed the product roadmap.
- Built the organization’s first AI metrics framework, establishing the measures for intent accuracy and user trust that the company used to track AI performance (RICE-prioritized).

RESEARCH OPERATIONS

- Built the GDPR-compliant participant registry and research protocols adopted across all product divisions, reducing legal exposure and standardizing how research gets run.

Senior UX Designer & UX Researcher

May 2021 – Dec 2023

Bitdefender

PRODUCT IMPACT

- Built Bitdefender’s parental control app from scratch, leading the research and design that defined it.
- Improved service activation rates by 8% (multivariate testing).
- Delivered key product portfolio enhancements by conducting remote research studies that directly informed and influenced critical design changes.

PARTNER RESEARCH

- Enabled partners to optimize their user experiences and identify growth opportunities through strategic journey mapping and actionable solution recommendations.
- Ran an on-site design workshop with Netgear in the US, driving new design directions.

RESEARCH OPERATIONS

- Empowered designers and stakeholders to make informed, data-driven decisions by establishing a centralized research repository facilitating easy access to critical user insights.

SKILLS

Generative research
Discovery research, diary studies, journey mapping, observational studies

Evaluative research
Usability testing, concept testing, heuristic evaluation, multivariate testing

AI research systems
Agent workflows, LLM evaluation, prompt design, synthetic users

Creative research scoping · Workshop facilitation · Insight storytelling · Research operations

TOOLS

Research and collaboration
Dovetail, Maze, UserZoom, PlaybookUX, Recollective, Marvin, Listen Labs, Google Analytics, FigJam, Miro, Notion

AI
Claude API, Claude Code, MCP, Gemini, NotebookLM, Lovable, ElevenLabs

EDUCATION

West University of Timișoara
Master, Graphic design, 2008–2010
Bachelor, Mathematics and Computer Science, 2005–2008

CERTIFICATIONS

Certified Agentic Research Specialist
Brilliant Experience, 2026

Human-Computer Interaction for UX Design
MIT xPRO, 2020

UX Certified: UX Management and UX Research
Nielsen Norman Group

LANGUAGES

Romanian (native)
English (fluent)

- Defined the strategic direction for a new product by leading comprehensive discovery research, ensuring alignment with user needs and market opportunities.
- Established a user-centered culture by integrating research into core processes, resulting in products that consistently met both user expectations and achieved key business objectives.

Saguaro Technology, Inc.

5 yrs 7 mos

UX Team Leader

May 2019 – Sep 2019

- Fostered a collaborative and empowered team environment, enabling members to take ownership of their projects and confidently lead design initiatives.

UX Designer

Mar 2014 – May 2019

- Contributed to a new, enhanced user experience for TotalFlow Prep through total redesign efforts.
- Generated actionable user insights through observational studies, directly influencing continuous product improvements.