Sasha VOLKOV

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SKILLS

Quantitative methods:
Surveys, NPS

Qualitative methods:
usability testing
(moderated/ unmoderated),
card/ tree sorting,
persona identification,
contextual inquiry

Technical:
Basic Python, R, audio
and video editing

Languages:
English, French,
Spanish, Russian

EDUCATION

UC Berkeley
Masters of Information Management and Systems — Expected 2017

Focusing on UX research, design, product management and quantitative research methodologies.

UC Berkeley
B.A. Rhetoric, B.A. Sociology — 2009

EXPERIENCE

Sr. Manager, Customer Insights, Rocket Lawyer
San Francisco, CA — 2014 - Present

Created Rocket Lawyer's first research team, and drove all UX and customer research projects, working collaboratively with design, product, marketing and sales.

- Included UX research as a mandatory component of our product roadmap
- Launched an NPS program, a metric now tracked in most products
- Designed surveys to help identify new product features and pricing
- Interviewed and photographed over 100 customers used on the site
- Improved optimization process by 10%+ with prototype usability testing

Product Marketing Manager, Rocket Lawyer
San Francisco, CA — 2013 - 2014

Conducted customer and market research to identify new products to pursue, developed marketing and pricing strategies for those products, and identified and organized all company events.

- Drove the customer guarantee project, incl pricing and customer research
- Identified why customers abandon; led to a new 'save' funnel (saved 5%)
- Organized 10+ promotional/ conference events per year, incl marketing and PR

Marketing and PR Manager, Rocket Lawyer
San Francisco, CA — 2009 - 2013

Managed PR agency and calendar, trade shows and events, and SEM (budget of $1M/month across several accounts, ultimately bringing on and managing an agency).

Projects

Trekkr -- UX Research, Product Management -- 2015
Came up with idea for a travel app. Conducted contextual inquiries and based on those findings created affinity diagrams, personas, scenarios, work models and prototypes.

Attorney Review Project -- UX Research -- 2014
Conducted usability testing and contextual inquiries on landlords and identified insights that led to a messaging test in our flow. Result: +42% completion of goal activity.