

Amit Hilel

Market Research Manager & UX Researcher



EXPERIENCE

UX Researcher

Freelance

2023 - Present

- Conducted user research for product development using interviews, surveys, and usability testing.
- Collaborated with development and design teams to integrate research insights into product enhancements.
- Developed and managed WordPress websites, optimizing for user experience and SEO.
- Engaged with marketing and content teams to align website optimization with company goals, enhancing team collaboration.

Senior Market Research Manager

Markettest

2016 - 2023

- Led comprehensive market research across various industries, using qualitative and quantitative methods.
- Developed, managed surveys, and oversaw data analysis, applying advanced statistical analyses (e.g., Factor Analysis, Multiple Regression, ANOVA).
- Collaborated with clients and product teams to align research with strategic goals, enhancing teamwork.
- Consulted for top Israeli companies, focusing on customer satisfaction and market potential.
- Utilized search engines, business tools, and analytics for deep market insights.
- Presented findings to CEOs and teams, influencing strategic decisions.
- Customized research methods for client-specific needs, managing large-scale projects.

Advisory Consultant

Work it

2020 - 2021

- Provided tools and insight throughout decision making processes in the organization.
- Formulated organizational diagnoses for improvement of the organizational.
- Conducted interviews for relevant individuals.

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Industry Knowledge

Market Research

Data Analysis

Customer Experience

Product Design

User Interface

User Experience

Design Research

Web Development

Tools & Technologies

Figma, Axure, Spss, Excel,

SQL, Wordpress, Zapier,

Google Analytics,

SurveyMonkey

Languages

Hebrew (native)

English (professional)

Education

- M.A Social Psychology- IDC

- B.A Psychology- Max stren valley academic

- User Experience Design- Technion

Portfolio

amithilel.com