

URSZULA PRUCHNIEWSKA, PHD
Senior UX Researcher
urszula.p@gmail.com · 215 915 9219

Profile

Curious, collaborative, and empathetic UX researcher with 7+ years of experience designing and implementing research studies in communication, education, and nonprofit sectors. Skilled in using design thinking and rigorously gathered data to provide actionable insights that inform product design and improvements. Co-author of *UX Research Methods for Media and Communication Studies*, a textbook on contemporary qualitative methods.

Skills and Areas of Expertise

- Qualitative and quantitative research methods
- Generative and evaluative research design and execution
- Workshop facilitation
- Design thinking
- Team management and mentorship
- Teaching
- Writing and editing

Select Professional Experience

Senior UX Researcher

Apr 2021-current

Benefits Data Trust

- Lead qualitative and quantitative research and provide recommendations through all stages of the product life cycle (for both internal and external users)
- Plan and facilitate ideation workshops and co-creation sessions
- Develop and implement best practices for UX research by overseeing the creation of a UX Playbook for Benefits Data Trust
- Supervise and mentor UX research team members.

UX Researcher

Sep 2020-Mar 2021

Freelance – Various Clients

- Designed, executed, and analyzed research studies (generative and evaluative) on a contract basis for various clients, including start-ups and nonprofits

Assistant Professor of Communication Studies

Aug 2019-Aug 2021

Department of Communication Studies, Kutztown University of Pennsylvania

- Taught classes on UX research and design, research methods (qualitative and quantitative), social media theory and strategy, and social media ethics
- Led qualitative research studies on user experience of social media and dating apps

Researcher and Doctoral Candidate

May 2014–July 2019

Klein College of Media and Communication, Temple University

- Lead researcher on user experience studies on digital media (including apps and social media)
- Published 9 peer-reviewed journal articles using research data
- Presented findings at 20+ regional, national, and international conferences
- Developed and taught courses in research methods, digital media, pop culture, and gender studies

Education

- Ph.D. Media and Communication**, Temple University, Philadelphia 2019
- Presidential Fellowship for doctoral study (highest level of award university-wide)
- Graduate Certificate in Gender, Sexuality, and Women's Studies**, Temple University 2019
- Master of Journalism**, Temple University 2013
- Awarded Jerry Schwartz Editing Award for Outstanding Graduate Editing
- B.Sc. Psychology**, Victoria University of Wellington, New Zealand 2010
- Graduated with First Class Honours
- B.A. Audiovisual Production Management**, University of Johannesburg, South Africa 2004
- Graduated Summa Cum Laude
 - Awarded "Best Undergraduate Student" for graduating 1st in class in the Department of Communications

Select Publications

Cirucci, A. & **Pruchniewska, U.** (2022). *UX Research Methods for Media and Communication Studies: An Introduction to Contemporary Qualitative Methods*. Routledge: New York.

Pruchniewska, U. (2020). "I Like That It's My Choice a Couple Different Times": Gender, User Experience, and Affordances on Bumble, the "Feminist" Dating App. *International Journal of Communication*.

Pruchniewska, U. (2019). "A Group That's Just Women for Women:" Feminist Affordances of Private Facebook Groups for Professionals. *New Media & Society*.

Duffy, B.E. & **Pruchniewska, U.** (2017). Gender and Self-Enterprise in the Social Media Age: A Digital Double Bind. *Information, Communication and Society*.