



# Mor Sasson

 mor- sasson

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 Portfolio

I have over 4 years of experience in research, with various qualitative and quantitative methods.

An HCI graduate, experienced in end-to-end user centered research and design processes.

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## SKILLS

### Analytics & Statistic tools:

- Excel, JASP, SPSS (Expert)
- MATLAB (Basic)

### Software:

- Figma, Xd, Ps (Expert)
- Jira, Maze (Expert)

### Languages:

- Hebrew (Native)
- English (Fluent)
- German (Basic)
- Spanish (Basic)

## PROFESSIONAL EXPERIENCE

### Research Lead, Neuroscience & Technology Lab, IDC 2021 - Current

- Exploring the emotional and physiological impact of immersive sound experiences, to promote neuro-wellness.
- Leading a team in the experience and experiment design and execution.

### Senior CX Consultant, TASC 2022

- Advised public and private sectors companies in founding, implementing, or optimizing products, using quantitative and qualitative research methods.

### Assistant to Product Manager, Babyark (Internship) 2021

- Performed initial UX research for an IOT safety seat, including defining personas, running surveys and usability testing. Worked closely with the Product Manager, CTO and CMO.

### Demand Generation, Avo 2020 - 2021

- Responsible for the initiation and growth of B2B2C and B2C verticals for a growing sales team.
- Streamlined and reduced friction in the company's client acquisition process by Initiating, designing and implementing an inter-departments system.

### Project Manager, GONOGO Business Plans (Freelance) 2019 - 2020

- Formed business plans, including market research, strategic and financial plans for entrepreneurs and organizations.

### Research and Evaluation, She codes 2018 - 2019

- Formed activity reports for the program's efficiency research, by collecting and analysing users' data.
- Promoted the organization's primary goal by initiating and designing an interactive course, to train participants in pursuing programming careers.

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## EDUCATION

- **M.A Human Computer Interaction (HCI), GPA 90** 2021  
Reichman University  
Practically mastered User Experience research and design processes.

- **B.A Psychology and Business Management, GPA 90** 2017  
Ben Gurion University

### DELL EMC Research 2016

Honors for a research project - examining the ways to increase the rate of female graduates in the technological industry. The research included interviews, focus groups and large-scale survey analysis.