Veronika Sipeeva

vero.sipeeva@gmail.com | 206-412-4325 | www.linkedin.com/in/vsipeeva

In my work, I incorporate a mix of research methods to drive customer-centric and data-driven product decisions, improve customer lives, and inspire teams. I lead with deep listening, strong research skills, and curiosity.

WORK EXPERIENCE

Microsoft, Redmond, WA

Microsoft is a technology company that empowers every person and every organization on the planet to achieve more.

Senior Design Researcher | September 2025 - present

- Leading growth and strategic efforts for M365 Copilot.
- Developed a comprehensive commercial funnel framework by synthesizing telemetry patterns with qualitative insight to reveal what users do and why. The work catalyzed alignment across teams and produced a reusable, scalable template for future journey analyses.
- Led longitudinal customer research that generated foundational insights for the consumer acquisition strategy, providing the clarity needed to design and prioritize future experiments.

Design Researcher 2 | October 2019 – September 2025

- Defined and categorized key "aha moments" within the Copilot growth user journey, creating a shared framework that strengthened evaluation consistency and guided product opportunities.
- Led and executed mixed-methods research to inform the development of upsell pattern principles for M365 Copilot, shaping strategy and aligning cross-functional teams around evidence-based growth approaches.
- Led end-to-end foundational and evaluative research for SMB growth across Microsoft Office, partnering closely with engineering, marketing, design, and content strategy to shape both near-term product decisions and long-range roadmap direction.
- Designed, operationalized, and evangelized a comprehensive framework for understanding small-business needs—integrating journey mapping, Indi Young's mental models, and jobs-to-be-done—to guide future product strategy and cross-team alignment.
- Championed UX research excellence and maturity across the organization by establishing standards, mentoring researchers, and driving adoption of best-in-class research practices.
- Identified internal well-being support needs and introduced mixed-methods approaches into existing research workflows, collaborating with two research teams to elevate methodological rigor and insight quality.
- Led research for consumer premium offerings and supported end-to-end experience research in consumer growth, contributing to measurable increases in subscriber acquisition and engagement.

Premera Blue Cross, Mountlake Terrace, WA

Premera Blue Cross is a leading health care plan in the Pacific Northwest, serving over 2 million customers.

Senior Design Researcher | February 2019 – October 2019

- Delivered end-to-end research leadership for multidisciplinary teams, driving clarity, alignment, and evidence-based decision-making across complex product initiatives.
- Mentored and developed design research interns, strengthening their methodological rigor, strategic thinking, and confidence as emerging researchers.
- Led ethnographic research into patient experiences, synthesizing insights into service design blueprints and actionable themes that informed partnership with clinical teams to improve care delivery.
- Facilitated hands-on observation and shadowing training for project teams and stakeholders, building organizational capability in qualitative research and customer empathy.

- Defined a set of strategic design principles for B2B healthcare products—spanning small, medium, and large businesses as well as producer audiences—to guide product strategy and ensure cohesive, customer-centered experiences.

Design Researcher | April 2017 – February 2019

- Led foundational and evaluative research for web tools used by doctors, HR managers, and healthcare plan producers, generating insights that shaped product designs exceeding customer expectations and advancing business goals.
- Advocated for research across the organization, equipping cross-functional teams with frameworks, tools, and coaching to elevate user experience quality and decision-making.
- Strengthened research and observation practices by partnering closely with multidisciplinary teams to refine methods, improve rigor, and embed customer understanding into product development.
- Introduced and operationalized a Jobs-To-Be-Done framework, enabling teams to build shared understanding of customer needs, prioritize effectively, and justify product and design decisions with clarity.
- Established a scalable process for conducting ongoing field and remote usability studies, improving the organization's ability to continuously validate and iterate on product experiences.
- Guided non-research teams in planning and executing their own studies—including supporting information architecture work—building research literacy and expanding organizational capacity.
- Designed and executed discovery and validation research for a virtual assistant, leveraging mixed methods to inform product direction and ensure the experience met user needs.

UX Design Strategy Intern | March 2016 – April 2017

- Conducted a baseline usability study of the Premera provider website, delivering clear, actionable insights that informed design improvements and enhanced the experience for healthcare providers.
- Supported a baseline usability study for the customer-facing website, analyzing findings and presenting recommendations that contributed to measurable usability enhancements.
- Synthesized quantitative and qualitative data from Treejack studies, providing information architecture recommendations that guided key navigation and content decisions.
- Improved protocols for unmoderated usability studies, increasing consistency, efficiency, and insight quality across research efforts.
- Led competitive remote usability testing of the shopping experience and shared findings across multiple teams to inform product strategy and highlight opportunities for differentiation.

EDUCATION

- **M.S. in Human Centered Design and Engineering**, University of Washington | Seattle, WA | June 2017
- **M.S. in Journalism**, Moscow State Linguistic University | Russia | June 2006

ADDITIONAL EXPERIENCE

Speaking

- "Skip the actionable insight: get straight to the action" with Kathryn Brookshier and Jennifer Giblin at Radical Research Summit 2018 in Vancouver, BC
- "How heuristic evaluation parties can bring your team together" at Joinlearners.com UXR platform, 2021
- Panel discussion on "Working in UX across cultures and timezones", 2021
- Panel discussion on "UX Careers at Microsoft", 2021

Skills and Techniques

Ethnographic observation | Customer shadows | Semi-structured interviews | Contextual interviews | Baseline usability study | Remote user testing | Diary studies| Competitive analysis | Card sorts | Tree-test | Surveys | Familiarity with experimental study design | Descriptive statistics | Activity theory framework | Ncredible framework | Jobs-To-Be-Done framework | Blueprint creation | Journey maps | Stakeholder workshops |