

Kate Gorbunova

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Portfolio: kategorbunova.com | LinkedIn: [linkedin.com/in/kategorbunova](https://www.linkedin.com/in/kategorbunova)

Data Scientist, UX Researcher, and UX Designer with experience at Apple. Skilled in user research, prototyping, data analysis, and front-end development. Strong background in statistics (B.A.) and digital media design (M.L.A.)

SKILLS & TOOLS

User Research: User Interviews, Focus Groups, Surveys, Prototypes, Figma, Framer, Usability Testing, Wireframes

UX/UI Design: HTML, CSS, JavaScript, React, SwiftUI, Next.js, Xcode, Supabase

Data & Analytics: SQL, Python, R, Tableau, Sisense, A/B Testing (Experimentation & Statistical Analysis)

Media Production: Premiere Pro, After Effects, Maya, Photoshop, iMovie

UX PROJECTS

Whale Watching Mobile App: UX research, wireframing, prototyping, and UI design ([portfolio link](#))

Recycling Education Website: User flow design, responsive UI development (Figma, React) ([portfolio link](#))

Social Recommendation App: User research, data-driven design, prototyping, design systems ([portfolio link](#))

Apple Music: User/Market Research, User Interviews, Recommendations Algorithms, Data Science (NDA)

EDUCATION

Master of Liberal Arts, Digital Media Design | Harvard University | Sep 2023 – Dec 2025

Bachelor's Degree, Mathematics and Statistics | Boston University | Sep 2016 – Dec 2019

WORK EXPERIENCE

Apple

Apple Music Human Evaluation Lead (UX Researcher / Data Scientist) | Seattle, WA

10/2022 - Present

- Run internal user studies to support quantitative and qualitative evaluations: conduct user and product research, create surveys, conduct user interviews, create mockups and prototypes for internal products.
- Collaborate with Product, Design and Engineering teams to ensure clear, intuitive, and user-friendly experiences for millions of global users for Apple Music before A/B: set launch criteria, create evaluation input sets for statistical analysis, analyze human annotated data, provide user-friendly reports on final launch decision.
- Connect Product and Engineering teams to marry the technical statistical analysis with the user experience vision for the product: produce insight reports, user narratives, and UX copy recommendations that shape product vision, influence AI/ML model design, and improve content clarity for users.
- Worked proactively with a new Primephonic team, developed innovative solutions to evaluate a yet-to-be released Apple Music Classical app end-to-end, and ensured high search quality at launch worldwide.

Apple

Market Insights Data Analyst | Seattle, WA

10/2021 - 10/2022

- Responsible for quality assurance in the Russian market for all Apple Media Products: collected low-performing user search requests, analyzed the data for loss patterns and presented to engineers for quality hillclimbing.

Wiser Solutions, Inc.

Senior Data Analyst | Boston, MA

06/2021 - 10/2021

- Completed a User Segmentation project and optimized sophisticated information architecture: analyzed 3 years of app usage data of 200,000 users to create a new segmentation framework, adopted across company.

Wiser Solutions, Inc.

Junior Data Analyst | Boston, MA

04/2020 - 06/2021

- Conducted interviews with clients to identify sales performance pain points, analyzed retail audit data, built dashboards using Sisense and JavaScript, and presented summarized insights with next steps.

X5 Retail Group

Analytical CRM Intern | Moscow, Russia

07/2019 - 08/2019

- Organized data for 2 loyalty programs using a DWH of 100+ tables and 200 million transactions. Troubleshot SQL scripts and wrote technical specifications for developers.