

# Kate Gorbunova

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Portfolio: [kategorbunova.com](http://kategorbunova.com) | LinkedIn: [linkedin.com/in/kategorbunova](https://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. Troubleshoot SQL scripts and wrote technical specifications for developers.