Dina Gimadieva

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UX Researcher and Designer with 7+ years of experience in conversational AI, voice interfaces, and AI-powered products. Background in consumer tech, fintech, robotics, and enterprise software. Based in Berlin. Fluent in German and English.

CORE SKILLS

Conversational AI and voice UX | Qualitative UX research and usability testing | Research storytelling and strategic insight | End-to-end UX design ownership | Stakeholder management | Mentoring and research culture building

PROFESSIONAL EXPERIENCE

Senior Interaction Designer, EPAM Systems, Berlin
Feb 2022 to Mar 2025

- Led conversation design and UX research for a customer support chatbot for an international investment bank, including chatbot personality definition, tone of voice, concept testing, and usability studies.
- Researched an internal GenAI knowledge base tool for the same bank, studying how employees adopted a new AI-powered way of finding information: what tasks they would trust GenAI with, where trust broke down, and whether it actually saved them time.
- Led end-to-end UX design and research for a mobile corporate client onboarding journey for the same bank, covering KYC and compliance requirements and running concept testing and usability studies with stakeholders across legal, compliance, and customer support.
- Worked closely with engineers and PMs to translate research insights into actionable design decisions, producing high-fidelity prototypes to validate concepts early.

Conversational UX Designer, Humanizing Technologies, Cologne
Jul 2021 to Oct 2021

- Researched and designed conversational interaction models for AI-powered robotic and avatar-based systems, focusing on how users build trust and form working relationships with autonomous technology.
- Ran iterative prototype testing with users and collaborated closely with a technical team to implement and refine interaction strategies for human-machine interfaces (including editing JSON files to manage robot prompts).

Voice User Interface Designer, denkwerk, Cologne
Sep 2019 to Jun 2021

- Embedded in Deutsche Telekom's Innovation Hub as part of the HalloMagenta product train, designing and researching voice and multi-modal interactions for their smart speaker built for German-speaking consumers.
- Ran UX research on voice and multi-modal features for HalloMagenta, including telephony, messaging, and daily routines, with a focus on discoverability and usability of device capabilities.
- Defined intents, dialog flows, error handling, and fallback strategies based on ongoing user research in German, and worked directly with engineers to implement and iterate within platform and privacy constraints.
- Onboarded and mentored a junior Voice UI Designer, teaching voice-specific user research methods and best practices.

UX Design & Research Working Student, Talend Germany, Bonn
Mar 2019 to Aug 2019

- Designed interfaces and interaction flows for data integration web applications as part of a working student placement.
- Conducted user research including interviews, usability testing, and persona creation, and worked with product managers and engineers to translate findings into implementable solutions.

Usability Engineer (Intern), designaffairs (now Accenture Song), Munich
Mar 2018 to Sep 2018

- Did a voluntary internship during my MSc, joining the Interaction Experience team as a full member and working across real client projects in software, transportation, and home products.
- Created wireframes, user scenarios, flow charts, and information architectures; contributed to HMI concept work for a coach infotainment system and the redesign of a business software marketing portal.

Project Manager, AIM Studio (now Evoteka), Kazan
Oct 2015 to Jul 2016

- Translated client requirements into structured plans and coordinated design and development work across digital projects.

Project Manager (part-time), Foss Labs, Kazan
Sep 2013 to Nov 2014

- Coordinated design and development for a public-facing digital product, managing requirements, priorities, and stakeholder communication.

EDUCATION

MSc Usability Engineering, Hochschule Rhein-Waal, Kamp-Lintfort
Sep 2016 to Sep 2019

- Thesis: Mixed-methods research (qualitative and quantitative) on how novice German-speaking users adopted Amazon Alexa — studying first impressions with unknown AI technology, how users assign personality to voice assistants, and how to bridge the gap between initial expectation and real-world experience.

BSc Applied Informatics, Kazan Federal University, Kazan
Sep 2011 to Jul 2015

ACADEMIC & TEACHING

Guest Lecturer, Hochschule Dusseldorf, Dusseldorf
Apr 2021

- Delivered a guest lecture on Conversation Interfaces and Voice UI Design, covering UX principles, design strategies, and industry practice.

CERTIFICATIONS & LANGUAGES

NNG UX Certified (ID: 1067967) | English, German, Tatar, Russian. Learning Spanish.