

# SOFIA (GOLDBERG) PANDELEA

## UX RESEARCH AND DESIGN LEADER

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San Jose, CA | [sofia.pandelea@gmail.com](mailto:sofia.pandelea@gmail.com) | [www.linkedin.com/in/sofiapandelea](http://www.linkedin.com/in/sofiapandelea) | [www.sofiapandelea.com](http://www.sofiapandelea.com)

**An experienced UX researcher and designer, helping organizations understand people, improve systems, design better products and create experiences customers love.**

## SKILLS

UX for products, processes and spaces

UX design & prototyping

Quantitative & qualitative research methods

Software and hardware evaluation

Process, workflow and service design

Usability testing

Participant recruitment

Research strategy, roadmapping and stakeholder management

Consulting and enterprise experience

UX advocacy, mentoring and teaching

Strong background in software engineering and networking

## HIGH IMPACT RESULTS

**Built the UX research function for Confluence at Atlassian** - Established Atlassian's first dedicated Confluence research team making research an integral part of Confluence product decision making. Established the Confluence research cycle. Created and managed an insights library and established a process for cross-functional customers' insights sharing.

**Led foundational AI research for Atlassian Intelligence** - Led Atlassian Intelligence AI research. Designed and executed numerous foundational studies that shaped the vision and guided strategy for Atlassian's AI offering.

**Drove Atlassian's Cloud migration improvements** - Led research to improve the customers' experience with Cloud migrations across all Atlassian's products, helping reduce migration friction and improve completion rates and customer satisfaction.

**Established and scaled UX function at Riverbed** - As the first UX professional at Riverbed, defined the design and research discipline at the company. Grew the team and UX maturity across the company and directly influenced executive direction for multiple products. Delivered numerous designs and research insights for Riverbed's most strategic products.

## EDUCATION

MSC, HUMAN FACTORS AND ERGONOMICS | 2009 | San Jose State University

BSC, COMPUTER SCIENCE | 2001 | Tel Aviv University

BA, PSYCHOLOGY | 2002 | Tel Aviv University

# EXPERIENCE

**ATLASSIAN**, Mountain View, CA

**Lead UX Researcher** | 2021 – Present

**Senior UX Researcher** | 2019 – 2020

- Joined Atlassian as the first dedicated UX researcher for all of Confluence. Laid the ground for UX Research as an integral part of Confluence product planning - set up a framework for research processes, created a research insights library, established the Confluence UX roadmap and actively managed customer insights sharing across cross functional teams. Currently leading research for Atlassian Intelligence and Confluence AI.
- Worked on improving the customer Cloud migration experience across all Atlassian products.
- Actively collaborate with cross-functional teams to align research with design and product priorities, promote customer understanding and empathy across the organization.
- Teach internal workshops and mentor designers and junior researchers.

**RIVERBED**, Sunnyvale, CA

**Senior UX Researcher** | 2014 - 2019

**UX Designer** | 2013 – 2014

- Joined Riverbed as its first dedicated UX professional and was instrumental in building and growing the UX team and practice from scratch.
- Led the end-to-end UX work for key Riverbed products, spanning research to design cycles.
- Collaborated with cross-functional teams on UX roadmap planning, strategy and UX education inside the company.
- Delivered product designs and research insights for Riverbed's enterprise products in networking domain, such as SD-WAN, network optimization, visibility and storage.

**INTERFACE ANALYSIS ASSOCIATES**, Cupertino, CA

**Human Factors Engineer** | Nov 2012 – Feb 2013

- Conducted a comprehensive usability study on a new in-car hardware interface and infotainment system using a live driving simulator for Mercedes-Benz NA. Responsible for moderating, data-logging, data analysis and reporting to customer.
- Carried out a usability study for BD Biosciences hardware-integrated flow cytometry software, including moderating, data-logging, data analysis and reporting study findings to the customer.

**DESIGN RESPONSE**, San Jose, CA

**Human Factors and Ergonomics Consultant** | 2007 – 2008

- Provided ergonomics consultation for a team of architects and interior designers working to build human-centric interiors, using ethnography, interviews, personas and anthropometrics.

**CISCO**, Netanya, Israel

**Software Engineer** | 2000 – 2006

- Full-stack software engineer working on Cisco's networking and security products. Designed and implemented a number of major features such as DMVPN and switch VRF support, presented to customers and resolved escalation cases

# LANGUAGES

English, Hebrew, Russian, Romanian