

Vazha Eremeishvili

Senior UX Researcher & Service Designer

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PROFESSIONAL SUMMARY

Experience-driven UX Researcher and Service Designer with 6+ years of expertise in mixed-method research, usability testing, discovery research, and service design. Proven track record of translating user behavior and data into measurable product improvements across digital banking and fintech. Skilled at connecting qualitative insights with quantitative metrics to influence product strategy, improve conversion and retention, and drive business outcomes. Led end-to-end research from discovery and hypothesis generation through synthesis, stakeholder presentation, and post-release evaluation. Available for freelance collaborations and full-time opportunities based in Tbilisi, Georgia, working with clients globally.

EXPERIENCE

Service Designer

Leading Georgian Bank · Jan 2026 – Present

- Design and optimize end-to-end service experiences across digital and physical touchpoints
- Develop service blueprints, ecosystem maps, and customer journey maps to align product and operations
- Identify service gaps, pain points, and operational inefficiencies through systemic analysis
- Facilitate cross-functional workshops with product, tech, and business teams
- Align customer experience strategy with business goals and translate research insights into service-level improvements
- Contribute to strategic decision-making through evidence-based recommendations and systemic analysis

UX Researcher

Leading Georgian Bank · Sep 2020 – Dec 2025

- Led end-to-end UX research projects: discovery research, usability testing, surveys, card sorting, and competitive analysis
- Conducted discovery research that directly shaped a new PFM weekly analytics feature resulting in measurable MAU growth on the analytics page
- Ran moderated usability testing on mobile banking apps before launch, identifying critical navigation failures with 100% error rates preventing flawed product releases
- Executed navigation research combining usability testing (8 participants) and open card sorting (30 participants) findings led to doubled transfer initiations and increased product activations
- Designed and analyzed surveys across 100+ participants to validate qualitative findings at scale
- Conducted competitive analysis across 10+ local and international banking products including Revolut, Monzo, Wise, Finshape, and Personetics
- Tracked and analyzed product performance metrics to identify UX improvement opportunities
- Collaborated with product managers and designers to translate research insights into sprint-ready recommendations
- Tested UX design elements and provided structured feedback for iterative improvements
- Gathered customer feedback and delivered actionable UX recommendations to cross-functional teams

TOOLS & PLATFORMS

Research & Testing

Optimal Workshop · UserZoom · Lookback · Hotjar · FullStory · Medallia · Google Forms · SurveyMonkey

Design & Collaboration

Figma · Miro · Microsoft Office · Jira

Analytics

Google Analytics · Power BI

CORE COMPETENCIES

Research Methods

In-depth interviews · Usability testing · Discovery research · Surveys · Open & closed card sorting · Diary studies · Competitive analysis · Behavioral analysis ·

Service Design

Service blueprinting · Customer journey mapping · Ecosystem mapping · Touchpoint design · Workshop facilitation · Process design & optimization · Prioritization matrix

Analysis & Strategy

Mixed-method research · Qualitative & quantitative synthesis · Funnel metrics · Conversion & retention analysis · Problem framing & root cause analysis · Systems thinking · Design thinking

Stakeholder & Team

Stakeholder management · Cross-functional collaboration · Evidence-based decision making · Research presentation · Sprint-ready recommendation writing

CERTIFICATIONS

- IxDF — Service Design: How to Design Integrated Service Experiences
- IxDF — Design Thinking: The Ultimate Guide
- IxDF — Data-Driven Design: Quantitative Research for UX
- IxDF — Gestalt Psychology and Web Design: The Ultimate Guide
- LinkedIn Learning — Brand Strategy for Designers
- LinkedIn Learning — Designing Emotion: How to Use Design to Move People

SELECTED PROJECTS

1. Digital Bank Navigation Research

UX Research & Audit · TBC bank · 2023

Overview

A UX research and audit study evaluating the navigation and information architecture of a digital banking platform serving both Georgian and international users. The goal was to assess how easily users could find core banking features, identify navigation barriers, and understand how users mentally group banking functionality.

My Role

Sole UX Researcher responsible for end-to-end execution including planning, recruitment, moderated usability testing, open card sorting, analysis, report preparation, and stakeholder presentation. Managed full incentive logistics in coordination with the marketing team.

Timeline

10 working days total: Recruitment 3 days · Research sessions 5 days · Analysis & report 2 days

Research Goals

- Evaluate ease of navigation within the digital banking platform
- Identify barriers and confusion points users encounter during navigation
- Understand how users mentally group and label banking functionality
- Provide evidence-based recommendations to improve information architecture

Research Methodology

Two complementary methods were chosen. Usability testing observed real navigation behavior across 7 tasks in moderated in-person sessions. Open card sorting via Optimal Workshop captured how 30 participants naturally group banking features independently providing statistical confidence to IA recommendations. Combining both methods validated behavioral observations with mental model data.

Recruitment

8 usability testing participants recruited via existing banking user data and social media groups 3 Georgian, 5 international users. 30 card sorting participants recruited remotely. Incentives provided; budget coordinated with marketing team. First contact carefully managed to ensure genuine engagement over incentive-driven participation.

Tasks Tested

- Transfer money by account number (IBAN)
- Pay a utility bill
- Find consumer loan conditions
- Find loyalty program offers
- Open a savings deposit
- Buy company shares (investments)
- View bank notifications

Analysis & Synthesis

Excel for behavioral data structuring · Optimal Workshop similarity matrix and dendrograms for card sorting · AI-assisted synthesis for pattern recognition · Affinity mapping in Miro. Sessions debriefed immediately after each one. Fabricated participant feedback identified and flagged through clarifying questions — excluded from final report.

Key Findings

- Transfer flow straightforward overall — but starting a new transfer without a template was difficult; the plus button was not noticeable
- Utility payment grouping was unexpected — participants expected electricity, gas, water, and cleaning separated by category
- Banking products not associated with 'Offers' — users searched under 'My Products' instead
- 'Loyalty Offers' and 'My Offers' were consistently confused with each other
- Investments and notifications were easy to find for all participants

Deliverables

Complete research report including: research goals, methodology rationale, participant profiles, scenario descriptions, core insights, full result analysis per scenario and pain point, summary, next steps, and one highlighted executive insight.

Impact

- Transfer initiations doubled after a dedicated transfer button was added based on findings
- Product activations and sales increased measurably after a dedicated products page was created

Next Steps & Recommendations

- Build a prioritization matrix to separate quick wins, long-term improvements, and low-priority items
- Prepare prototypes addressing the key navigation barriers
- Conduct a follow-up usability test on redesigned flows to validate improvements

Reflections

Research ran smoothly within the 10-day timeline all questions answered without additional rounds. Outcomes exceeded expectations: both transfer initiations and product activations doubled. Key challenge: ensuring genuine participant engagement over incentive-driven participation through careful first contact management.

2. PFM Weekly Update — Discovery Research

Discovery Research Study · TBC Bank · 2025

Overview

A fast-turnaround discovery research study uncovering how mobile banking users manage personal finances manually — and defining what a new weekly analytics feature should contain. Driven by a critical business need to validate product investment decisions before development began.

My Role

Sole UX Researcher on the PFM squad responsible for planning, recruitment, survey design, interviews, competitive analysis, synthesis, and stakeholder presentation. Collaborated with product and engineering to deliver sprint-ready recommendations.

Timeline

7 working days total (fast-tracked): Recruitment 2 days · Research & competitive analysis 4 days · Analysis & report 1 day

Research Goals

- Understand how users currently interact with the analytics section of the mobile banking app
- Uncover unmet user needs around personal finance management
- Identify what a weekly analytics feature should contain and how it should be delivered
- Provide evidence to justify building a new feature from scratch

Research Methodology

Three methods combined: Survey (100 participants) to validate patterns at scale. In-depth interviews (10 participants, ages 26–36) to understand mental models and manual workarounds. Competitive analysis (10+ products including Revolut, Monzo, Wise, Finshape, Personetics) to benchmark best practices. All three methods enriched and validated each other.

Recruitment

Recruited via existing banking user data and social media groups. 100 survey participants. 10 interview participants ages 26–36 representing a range of financial behaviors. Incentives provided; budget and logistics coordinated with marketing team.

Sample Interview Questions

- How do you currently keep track of your spending after receiving your salary?
- Have you ever calculated how much you can spend per day before your next salary?
- What do you do when you want to compare this month's spending to last month?

Analysis & Synthesis

Excel for survey segmentation · Miro for affinity mapping · Built-in survey analysis tools · AI-assisted thematic synthesis. Sessions debriefed immediately after each interview. Patterns identified by recurring manual workarounds users performed outside the app.

Key Findings

- 68% of users thought about weekly spending every week performing manual calculations outside the app
- 3 core manual behaviors: weekly spending by category, daily budget estimation, and month-vs-month comparison
- Two segments: inactive users (feature didn't meet their needs) and active users (needed better guidance and clarity)
- 79% preferred morning notifications · Peak engagement days: Monday and Sunday

Competitor Findings

- Monzo — weekly summaries via push notifications in story format
- Finshape — weekly story reports replacing raw numbers with narrative context
- Personetics — AI-powered personalized financial insights used by banks globally

Deliverables

Complete research report including: research goals, methodology rationale, participant profiles, survey visualizations, interview insights by theme, competitive analysis, behavioral patterns, full result analysis, prioritized recommendations, next steps, and one highlighted executive insight.

Impact

Research directly shaped the creation of a weekly analytics story feature a product that did not exist before this study. The feature's information architecture, notification strategy, content model, and timing were all built on research findings. Led to measurable MAU growth on the analytics page.

Next Steps & Recommendations

- Build a prioritization matrix to identify quick wins, long-term developments, and low-priority items
- Prepare a prototype of the weekly analytics story format
- Conduct usability testing on the prototype before full development

Reflections

Despite the 7-day timeline all research questions were answered without additional rounds. MAU growth confirmed insight quality. Key challenge: managing participant recruitment to ensure honest engagement adapting communication style and tone per individual to build genuine trust rather than incentive-driven participation.

KEY ACHIEVEMENTS

- Doubled successful transfer initiations at a digital banking platform through navigation research findings that led to a dedicated transfer button being added to the interface
- Increased banking product activations and sales by identifying that users could not find the product activation flow research led to creation of a dedicated products page
- Shaped a new PFM weekly analytics feature from scratch a product that did not exist before the research resulting in measurable MAU growth on the analytics page
- Prevented a flawed mobile payment app launch by identifying critical usability failures including 100% error rates on key user flows before the product went to production
- Delivered 3 end-to-end research projects with measurable business outcomes across digital banking and fintech within a 5-year period at a leading Georgian bank
- Managed full recruitment logistics including incentive coordination with marketing teams and participant delivery for multiple research studies
- Completed a discovery research study in 7 working days under critical business timeline pressure delivering actionable insights that were implemented and validated by product outcomes