

Stefan Manojlović

Staff UX Researcher

Mixed-methods research for AI, monetization and growth. Staff UX Researcher with 10 years of experience at Miro, Personio, Spotify and TomTom, turning behavioral data, surveys and qualitative work into one recommendation for C-level and senior leaders.

SELECTED HIGHLIGHTS

- **Scaling the practice:** built a research curriculum and UX frameworks for 30 researchers at Philips; pioneered the Quant UXR Guild at Miro, bridging Data Science, UX Research and Growth.
- **Measurement:** established UX measurement standards and health metrics at TomTom, Personio and Miro.
- **Executive influence:** delivered executive readouts that shaped post-launch roadmaps (Canvas AI launches in San Francisco and New York) and C-suite and senior stakeholder decisions at Miro.
- **Domain depth:** quantitative research methods, growth and monetization, and AI.

EXPERIENCE

2025 - Present | Miro [Barcelona, Spain]

Staff Quantitative UX Researcher, AI: Users and Markets

- Pioneered the Quant UXR Guild, bridging Data Science, UX Research and Growth into a unified hybrid team to directly influence enterprise-level project strategy.
- Developed the AI Adoption Framework, segmenting key user clusters to inform leadership on behavioral patterns, feature friction and market adoption pathways.
- Architected cross-company telemetry signals, scaling research insights beyond traditional UX metrics to guide C-suite and senior stakeholder decisions.

UX Research Lead, Canvas AI

- Conducted monetization research: a purchase-intent study for Workspace AI bundling, and research on AI non-adopters (churn).
- Drove end-to-end research for Canvas AI (Sidekicks and Flows), covering accessibility-led adoption, active usage and user satisfaction.
- Uncovered critical drop-off drivers and feature detractors, translating behavioral insights into product refinements that directly accelerated AI adoption.
- Led research strategy for tier-1 market launches in San Francisco and New York (2025–2026), delivering executive readouts that shaped post-launch roadmaps.

2024 - 2025 | Personio [Barcelona, Spain]

Staff UX Researcher

- Established company-wide UX measurement standards, institutionalizing quantitative health metrics to evaluate product performance across all business units.
- Spearheaded strategic research for the Personio Home redesign, identifying key friction points among high-ARR enterprise accounts to directly guide product overhaul and boost engagement.

SKILLS

Strengths

- Strategic planning
- Executive storytelling
- Stakeholders management
- Mentoring & coaching
- Practice-building
- Fostering collaboration

Mixed-Methods

- Survey
- Experiments
- Behavioral data analysis
- Interviews
- Focus Groups
- Diary Studies
- Purchase-intent studies

Quantitative & Qualitative

- SQL
- Python
- R and SPSS
- Statistics
- Thematic analysis

AI Tools

- Cursor
- Gemini
- Claude Code (Terminal)
- GitHub

AI Usage

- Native / embedded AI
- Agents
- Data analysis
- AI user research & data governance
- Automations

2021 - 2024 | Spotify [Amsterdam, NL]

Sr. UX Researcher

- Designed qualitative and quantitative research for paid audio products, informing revenue opportunities.
- Led strategic decision-making across partnerships with brand, marketing and senior leadership by identifying new audiences with mixed-method research.
- Set research goals for the entire product area, leading collaboration among IC leadership and defining the quarterly product vision and roadmap.
- Mentored 5 team members (user researchers & data scientists) and facilitated employee growth.

2019 - 2021 | TomTom [Amsterdam, NL]

Voice UX Researcher

- Subject-matter expert on AI voice interaction; evangelised research findings that helped position TomTom as a competitor in voice navigation, placing the Amigo app in the top 10 in #navigation.
- Elevated and diversified product evaluations within the company by introducing and adapting the UX Metrics framework, leading the collaboration of 10 teams.

2017 - 2019 | Philips [Groningen, NL]

UX Research Manager

- Built a research curriculum and developed UX research frameworks for 30 researchers in the team for Digital Innovation.
- Mentored junior, mid and senior researchers on research proposals, research methodologies and stakeholder management.

2016 | Bellabeat [San Francisco, US]

UX Researcher

- Conducted independent qualitative and quantitative studies (using SPSS and R) for product and growth teams, influencing products and strategies on a quarterly basis.

EDUCATION

2009 - 2017

- Eindhoven University of Technology, The Netherlands, Professional Doctorate in Engineering (PDEng), User-System Interaction
- University of Southern Denmark, Denmark, MSc Information Technology
- University of Ljubljana, Slovenia, BSc Natural Sciences and Engineering

TALKS

2019 - 2024

- 2024 | UX of Millions, Sofascore Technologies (Zagreb, Croatia)
- 2022 | How can Data Scientists be your bestie, Amsterdam UX Conference (Amsterdam, The Netherlands)
- 2021 | AI Implications in UX Research, Visage Technologies (Zagreb, Croatia)
- 2021 | Mixed-Methods in Action, BrightCape (Amsterdam, The Netherlands)
- 2019 | AI Research: Chatbot's Personality, TU/e (Amsterdam, The Netherlands)
- 2019 | Crowdsourcing, CHI Conference (San Francisco, United States)
- 2019 | Crowdsourcing in Research, IBM Research (Dublin, Ireland)

LANGUAGES

- English (professional)
- Spanish (professional)
- Croatian (native)
- Serbian (native)
- Italian (native)
- Slovenian (bilingual)
- Dutch (intermediate)
- Danish (beginner)