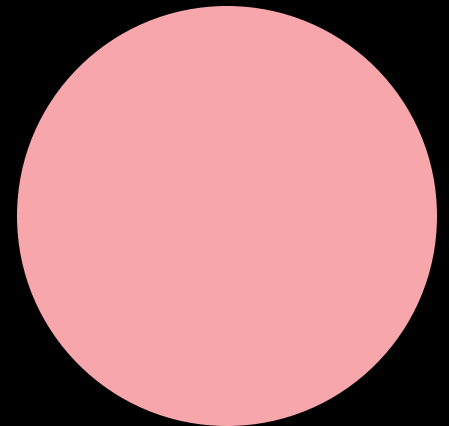
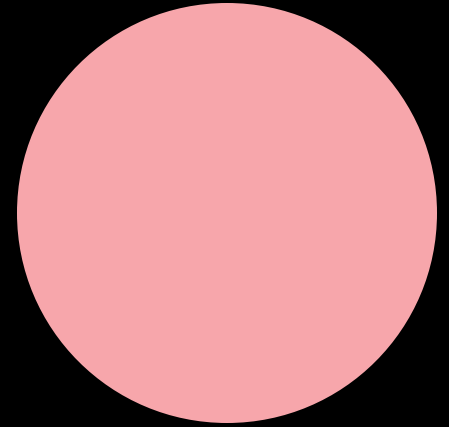


Savanta:

The Rise of UX: Where is it taking us?

Useful links and resources



Panelist bios



Ben Hogg 
MD, International @ dscout

After over 20 years in Market Research, Ben recently moved to the world of UX in order to help US headquartered dscout expand into new markets. Ben has worked in Executive and Senior Leadership positions at Lucid, Research Now and Nielsen, and is a Fellow of the Market Research Society.



Katy Mogal 
UX Research Lead, Google Assistant @ Google

Katy is a UX Research Lead on the Google Assistant team, where she explores the future of human and computer interaction and relationships. She has spent over 15 years generating insights and shaping business, design and product strategy for technology companies including Fitbit, Meta and Logitech.



Kristoffer Mago 
Manager, UX Research @ Metrobank

Kristoffer is a researcher with 10+ years of experience, helping start-ups understand their markets. He's passionate in finding people's unmet needs, and co-designing solutions with the decision-makers. He transitioned to User Experience in 2017 and has built UX Research teams from the ground-up.



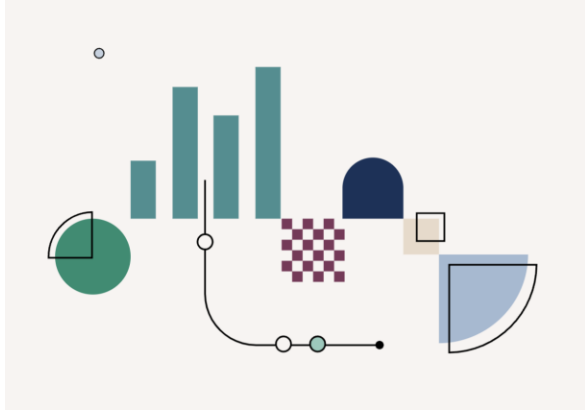
Elvin Tuygan 
Director, Qual Research @ Savanta

Elvin is a Digital Anthropologist with over 20 years of strategic experience. She specializes in User Research, adding her skills in Ethnography and Business Design to the entire innovation process. She has ample experience supporting companies with user research, insight analysis, overall strategy, business/service modeling and implementation.

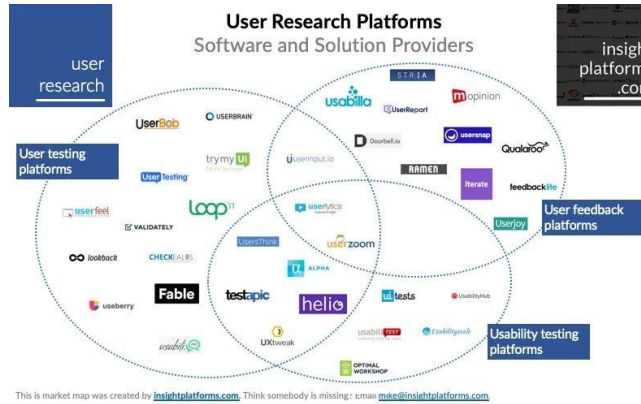


Reports & tools

Reports & tools



[The State of User Research 2022 report >>](#)



[Market Map: User Research Software & Solutions >>](#)



[Market Research vs User Research: Are they the Same?](#)



[12 Reasons to Invest in UX >>](#)



[UX Research Tools Map 2022 >>](#)



[MR ResTech Landscape Map >>](#)



Glossaries

Glossaries



[UX Lexicon - Curiosity Tank >>](#)



[Market Research Glossary - MRS >>](#)



[MR Terms Glossary – Pollfish >>](#)



Membership groups to join

Membership groups to join

UX Research & Ethnography

EPIC *Advancing the Value of Ethnography in Industry*

<https://www.epicpeople.org/>

UX Research
& Strategy

<https://www.uxresearchandstrategy.com/>

 **uxpa**
international | UXPA International

<https://uxpa.org/>

learners

<https://joinlearners.com/>

Market Research


insights
ASSOCIATION

<https://www.insightsassociation.org/>

ESOMAR

<https://esomar.org/>



Slack spaces to join

Slack spaces to join



<http://hexagonux.com/join-us> >>



<https://uxdx.com/community> >>

EPIC

<https://www.epicpeople.org/new-ethnography-slack> >>



<https://researchops.community> >>



<https://sustainableuxnetwork.com> >>

More slack workspaces listed here: <https://www.userinterviews.com/blog/best-ux-and-user-research-communities>



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