

Personal statement

A passionate and experienced user researcher, I excel at using quantitative and qualitative data to deeply understand user behaviour. I'm skilled in translating complex insights into clear, compelling narratives that drive meaningful change across private, public, and charity sectors. My collaborative approach in cross-functional teams ensures that design and service decisions can be always grounded in user data.

Key skills

Research Survey design, quantitative and qualitative data analysis, usability testing, Treejack, user interviews, A/B testing, data management

Communication and collaboration Research presentations, report writing, stakeholder management

Tools Miro, Survey Monkey, Qualtrics, Lookback, Adobe Analytics, PowerBI, Python

Relevant experience

Senior Quantitative User Researcher | Hargreaves Lansdown | Feb 2025 to present

- Spearheaded the business-wide user feedback strategy, transitioning to a new platform and moving surveys to in-journey which increased response rates x4.
- Designed, executed, and analysed 8+ large-scale surveys and created impactful narrative-driven presentations that challenged stakeholders' assumptions.
- Trained colleagues in data analytics and increased the use of quantitative data in research across the UCD department by 19%.
- Mentoring 2 early stage user researchers via the UXPA organisation.

Senior User Researcher | Hargreaves Lansdown | May 2022 to Jan 2025

- Collaborated with the Vulnerable Clients team to design, execute, and analyse a company-wide survey that increased recording of client vulnerability by 7%.
- Working with the mobile squad, led tactical research to improve portfolio-management in the app, leading to a reduction in negative client feedback by 18%.
- Planned and executed research to improve the user log-in experience on the website that improved task completion by 65%.
- Ran moderated and unmoderated Treejack sessions to ensure app navigation design decisions were grounded in user data.

User Researcher | Giles Anderson Ltd. | Jan 2020 to May 2022

- Applied the Government Service Standards while running usability testing of a digital channel for the Child Support Service for the Department for Work and Pensions.

- Tested the navigation and understandability of content on the Gambling Commission’s website with public users.
- At the Government’s Education and Skills Funding Agency, ran strategic research testing designs to allow education establishments to plan their teaching provision.
- Implemented user feedback loops for men’s underwear company that lead to an increase in funding by 24%.
- Worked with 6 small and medium businesses enabling them in to make business decisions based on customer data.

User Researcher | Citizens Advice | Jan 2019 to Jan 2020

- Ran ethnographic observations and discussions to understand unmet needs of colleagues and volunteers when using the case-management system.
- Developed and tested new designs leading to an increase in the use of the case-management system by 21%.

UX Researcher | Packt | Jan 2017 to Jan 2019

- As the sole UX specialist, ran 50+ usability tests and semi-structure discussions that improved UX across the business and increased customer retention by 21%.
- Pulled together data from multiple surveys with data from user interviews to create data-driven persona to drive business and design decision-making.
- Ran A/B testing to assess the impact of different designs on key metrics.
- Planned and executed usability tests for the implementation of new learning paths for subscribers which increased customer numbers by 12%.

Education

Ph.D. Cognitive Psychology (2009) | University of Birmingham

M.Res Cognition and Neuroscience (2005) | University of Birmingham

Diploma in Psychology (2004) | London Metropolitan University

Training

- Mobile User Experience Course | Nielsen Norman Training
- Non-violent Communication (NVC) | NVC Academy
- How to Design Integrated Service Experiences | Interaction Design Foundation

Interests

Dog walking, running, playing computer games, reading, meditating.