

## EXPERIENCE

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### Cambridge University Press

April 2019 - April 2020

Associate UX Designer and Researcher

- Worked in an Agile Lean environment using scrum methodologies to create Cambridge One, a new digital language learning platform.
- Planned, moderated and analysed research activities across nine product areas covering six different scrum teams, normally as a team of one.
- Standardised the participant recruitment process (inc. kids), which allowed research activities across six teams to be carried out at a greater frequency.
- Built the Team's first research wall with the aim of creating a single source of truth for research findings, as well as democratising all available data.
- Automated evaluative research methods (usability testing, surveys etc.), which freed up time for me to gain an in-depth understanding of our users behaviour using formative research techniques (e.g. interviews, diary studies).
- Presented findings to various stakeholders at different levels across the business to gain buy-in, which helped facilitate the company's move towards a service design strategy.

### Institut Polytechnique de Grenoble

Jan 2016 - June 2016

Researcher

- Worked with a postgraduate team on a 3D printer that used electron beam manufacturing (EBM) methods to build metallic parts.
- Reduced material overheads by 95% (per operation) and decreased initial machine set-up time by over 80% by using a product design process that included exhaustive research, prototyping, testing and iteration.

### Griffon Hoverwork

July 2014 - July 2015

Detail Designer

- Worked with engineers, architects and production on the 12000TD, a £10M+ project to launch the world's most technically advanced hovercraft series.
- Met tight deadlines while working exclusively on the craft's main cabin, using contextual analysis which led to prototyping and digital modelling.
- Ran the change request system, which added items to our design debt backlog, as well as prioritising these according to their effort and impact.

## ACHIEVEMENTS & PROJECTS

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### TextPattern CMS Showcase

- Created and developed a website that is showcased by the makers of my CMS, alongside sites belonging to the designer behind the Firefox & MailChimp logos, and an award-winning creative agency.

### Rules for Concept Development

- An ethnographic study that focused on the language used between members of three design teams during the early stages of their projects, and analysing how this affected the development of their ideas into concepts.

### BME Representative

- Worked closely with BME students over the course of a year, understanding and empathising with their problems and struggles, as well as giving support.

## EDUCATION

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### Engineering with Advanced Design and Innovation (MEng)

University of Bath

Oct 2012 - July 2017

## SKILLS & TOOLS

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Usability testing  
A/B testing  
Unmoderated testing  
User interviews  
Surveys  
Ethnographic studies  
Diary studies  
Card sorting

Google Analytics  
Excel  
Invision  
Axure  
Figma

## LANGUAGES

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HTML  
CSS (including SASS)

## SOCIAL

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 [www.linkedin.com/in/ia278](http://www.linkedin.com/in/ia278)

 [www.github.com/ia278](http://www.github.com/ia278)

 [www.dribbble.com/ia278](http://www.dribbble.com/ia278)