# isaac anderson
## user researcher

www.isaacanderson.co.uk

isaac@isaacanderson.co.uk

## EXPERIENCE

### Cambridge University Press
*April 2019 - April 2020*

*Associate UX Designer and Researcher (FTC)*

- 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 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 valuable time to conduct formative research (e.g. interviews, diary studies), with a view to gaining an in-depth understanding of our users.

- 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 (FTC)*

- 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 (FTC)*

- Worked with engineers, architects and production on the 12000TD, a £10M+ project to launch the world's most technically advanced hovercraft series.

- Juggled deadlines while designing elements of the craft's main cabin (including structural and safety work), conducting ethnographic studies with pilots and crew, and prototyping (both digitally and physically).

- 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

### 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

**Mechanical Engineering with Advanced Design and Innovation (MEng)**

University of Bath

*Oct 2012 - July 2017*

## SKILLS & TOOLS

Usability testing

A/B testing

Unmoderated testing

User interviews

Surveys

Ethnographic studies

Diary studies

Card sorting

Statistical analysis (e.g. z-tests)

Google Analytics

Excel

Invision

Axure

Figma

## LANGUAGES

HTML

CSS (including SASS)

## SOCIAL

www.linkedin.com/in/ia278

www.github.com/ia278

www.dribbble.com/ia278