

Profile

I have moderated or observed over 700 hours of usability testing and run many mixed method user research studies for clients across Telecoms, Banking, Fintech, Tourism, Healthcare, Government and iGaming. My experience in UX spans over a decade helping businesses to enhance their customer interactions, journeys and improve their user experience through user testing and effective UX design..

User Research skills

- Qualitative research methods: Interviews, diary studies and usability testing
- Quantitative research methods : surveys, variant, card sorting, tree testing
- Research tools: Maze, Optimal Workshop, UXTweak, Userzoom and Condens.

UX design skills

- Requirement gathering, Information Architecture and stakeholder management.
- Deliverables: process flows, user journeys, wireframes and prototypes.
- Design tools: Figma, Axure, Affinity designer, Photoshop and Miro.

Experience

User Researcher (contract) at CDPS & Torfaen Council - UK

January 2023 to March 2023

- Measuring the success of Digital Exclusion interventions by working with local government stakeholders and service partners to identify research needs.
- Performing research in the form of in-person and remote interviews and surveys.
- Delivering actionable next steps and reporting findings to stakeholders.

UX Consultant / Researcher (contract) at Royal Society of Chemistry - UK

October 2022 to December 2022

- Ensuring UX best practices form a part of the RSC Digital Transformation project.
- Integration of User Research techniques into UX and product workflows.

User Researcher (contract) at Distrelec Group - UK

January 2022, extended to end August 2022

- Providing evidence based research and remote moderated usability testing to influence company strategic decisions across multiple product teams.
- Integrating routine research into Digital Transformation activities.

UX Designer (contract) at Tain - Malta

June 2018 to July 2019

- Modernising back end systems by making improvements to the UX and creating an on-brand design system.
- Production of wireframes, prototype designs and testing these with end users.

Co-Founder, User Researcher, UX Designer at Use Ability - Malta and UK

August 2017 to present

- Providing businesses with actionable improvements to their UX and accessibility through usability testing, user research and UX design.
- Helping **Fintech and Banking** clients to improve customer account onboarding, **Healthcare** clients to research the discoverability of self-serve patient records, **Telecoms** to improve website navigation and taxonomy and **iGaming** clients to find out player perception of gamification elements, theming, bonus mechanics and gameplay understanding.

Lead User Researcher, UX Designer (contract) at LottoStar - Malta

August 2017 to January 2018

- Improving on-boarding and lottery product purchase journeys with a cross organisation UX strategy and a research lead approach to design.
- Increasing customer retention with techniques such as gamification and loyalty.

Senior UX / UI Designer at NetRefer - Malta

December 2015 to August 2017

- Ensuring the best possible customer experience by optimising user journeys, and user testing wireframes and prototypes of new services with clients.
- Ensuring consistent UX and UI by creating a clear and accessible design system.

UX / UI Designer (contract) at Zurich UK Life - UK

March 2014, extended twice to November 2015

- Delivering a Financial Services award nominee life assurance platform by creating user journeys, wireframes, prototypes and deliverable code based on requirements gathered from the business and user testing.

UX / UI, Front End Designer at Fasthosts - July 2010 to March 2014

UX / UI, Front End Designer at T-Mobile International - October 2007 to July 2010

Groupware apps support specialist at Nokia UK - February 2002 - October 2007

Education

University of Central Lancashire. (Preston)

BTEC Higher National Diploma in Computer Studies (Software Engineering)

BSc (Hons) Computing with Combined Studies (2:2)

Interests

- Spending time with family and exploring the local area.
- Watching Sci Fi and Crime dramas on TV or listening to music on Spotify.
- Participating in UX and User Research communities on social media.
- Designing a full workflow User Research app.
- Developing and running a coding concepts course for primary age children.
- Co-opted Governor of Peterchurch Primary School (curriculum committee).