

PROFESSIONAL SUMMARY

7+ years’ experience conducting user research across Science gateways & software, public services, SaaS, B2B & B2C, non-profits, and startups. Proven ability to transform research insights into measurable business outcomes. Specialist in qualitative and quantitative research, accessibility evaluation, and embedding evidence-based practices across end-to-end projects.

- Delivered over £1M+ in business value by optimizing donation and onboarding journeys across platforms.
- Achieved 90% reduction in donation drop-off through strategic research and iterative design at Oxfam GB.
- Ran unmoderated & moderated tests with 100+ users via UserBrain and UserTesting to uncover UX issues and guide product improvements.
- Spearheaded cross-functional delivery across research, design, and dev teams from discovery to implementation.
- Champion of accessibility, inclusive design, and measurable UX backed by A/B testing, usability testing, and analytics.
- Led accessibility and user experience overhaul for an HR system used by 2,000+ staff, aligning with WCAG standards.
- Built and launched an onboarding platform for 1,000+ users and mentored 200+ junior designers into industry roles.
- Instilled a user-centred design culture, facilitating inclusive design workshops and guiding internal teams in evidence-based, accessible design thinking.

See Professional Experience for more details.

PROFESSIONAL EXPERIENCE

User Experience Research & Designer

SGX3 (SGCI)/

Jan 2026– Present

Leading UX design and research across science gateway projects, embedding user-centred practices into the development of tools used by scientists and researchers worldwide. Collaborating with domain scientists, engineers, and NSF-funded teams to translate complex scientific workflows into accessible, intuitive digital experiences, bridging the gap between cutting-edge research and the people who rely on these platforms every day.

KEY ACHIEVEMENTS

- Led UX strategy and research across multiple NSF-funded science gateway projects, improving usability for scientists and researchers globally.
 - Established user research frameworks and discovery processes, embedding evidence-based design into teams unfamiliar with UX practice.
 - Conducted interviews, usability testing, and co-design sessions with scientists across disciplines to surface unmet needs and inform product decisions.
 - Designed user journey maps, workflows, and interface prototypes to simplify access to complex computational and data-intensive research tools.
 - Advocated for accessibility and inclusive design across gateway platforms, aligning with WCAG standards to support diverse research communities.
 - Collaborated cross-functionally with developers, PIs, and science teams to translate research insights into scalable design solutions.
- [View project >>>](#)

Lead User Experience Research & Designer Oxfam GB/
May 2024 – May 2025

Led user research to shape digital experiences and product strategy for Oxfam's fundraising platforms and internal HR systems, collaborating with engineering, marketing, and leadership to translate insights into innovations that delivered measurable business and social impact while embedding a culture of evidence-based design through continuous discovery, usability testing, and data analysis.

- Delivered £500,000+ in additional funds for the Gaza Lebanon Appeal by optimizing the donation flow.
- Enhanced Gaza Appeal campaign page supporters experience, contributing to £70,000 in new donations.
- Reduced donation drop-off rates from 90% to 10% through research-led iteration and usability testing.
- Led full accessibility and UX upgrade for HR platform used by 2,000+ employees, aligning with WCAG guidelines.
- Led remote user research and usability testing sessions with over 100 participants using Zoom and Teams.
- Designed user journey maps, user stories, and user flows across various campaigns and products, enhancing usability and aligning design decisions with user needs and business goals.
- Redesigned Oxfam GB's digital experience through user-centred research and iterative design, enhancing journeys for over 10 million users globally.
- Boosted mobile conversion by 14.3% with new features tested through A/B experiments.
- Managed multiple projects from discovery through to implementation, ensuring strategic alignment and high-quality outcomes.
- Synthesized user insights from data analytics and user research, embedding a culture of evidence-based design decisions across teams.
- Utilize project management tools such as Jira, Monday.com, and Miro to coordinate, track, and streamline multiple UX design projects, ensuring alignment across teams and timely delivery.

[View one of many Case-Study >>>](#)

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Senior Researcher & Designer Mentorled Limited /
April 2022 – May 2024

Spearheaded user research to design an end-to-end onboarding platform for aspiring designers, applying insights from discovery studies and usability testing to guide product delivery while mentoring a global community of early-career talent and collaborating with the Director and technical team to support evidence-based community growth.

- Conducted research to design and launch a digital onboarding platform that improved the experience for 1,000+ new designers.
- Applied research insights to build and govern a design system, unifying visual language and interaction patterns across products to reduce design-developer friction.
- Facilitated research-informed mentoring for 200+ junior and self-taught designers, supporting their transition into industry roles with evidence-based guidance.
- Increased platform sales by 60% by conducting user research and continuous optimization grounded in data and user feedback.
- Synthesized complex research findings into actionable UX strategies, enabling product teams to prioritize improvements aligned with user needs and business goals.

[View Live product >>>](#)

User Researcher & Designer Ventures Platform/
Jan 2021 - April 2022

Partnered with startup founders to transform early-stage ideas into validated digital products by leading user research, product discovery, and UX design. Conducted customer interviews, usability testing, and market research to uncover user needs, shape MVPs, and reduce product risk while collaborating with cross-functional teams across Ventures Platform's portfolio.

- Conducted discovery research and customer interviews to validate product concepts and identify market opportunities across multiple startups.
 - Designed end-to-end user experiences, from user flows and wireframes to high-fidelity prototypes, accelerating MVP development.
 - Facilitated usability testing sessions and translated research insights into actionable product improvements that increased user confidence and adoption.
 - Created personas, journey maps, and service blueprints to communicate user behaviour and inform evidence-based product decisions.
 - Supported 8+ portfolio startups through user research and product design, helping founders validate ideas before development.
 - Designed MVPs that secured investor demos and pilot launches.
 - Collaborated with founders, product managers, and engineers to align product strategy, user experience, and technical feasibility.
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PROFESSIONAL DEVELOPMENT

Community Lead
Charity UX Network /
Jan 2024- Present

Leading a community of over 190 professionals across the charity, public, and health sectors, advocating for UX, accessibility, and inclusivity.

KEY ACHIEVEMENTS

- Curated thought leadership sessions by inviting senior UX leaders to discuss challenges and innovations in non-profit design, promoting cross-organizational learning.
- Influenced UX practice across charities by disseminating best practices, accessibility principles, and inclusive design strategies relevant to resource-constrained organizations.
- Acted as a bridge between individual contributors and sector-wide design thinking, enabling real-world impact through shared expertise and collective problem-solving.

[View Community>>>](#)

EDUCATION / DEVELOPMENT

Actively committed to ongoing professional development and staying current with industry best practices.

ACHIEVEMENTS

- PhD In Technology, Purdue University | 2030
- MSc in User Experience Design, Birmingham City University | 2023
- Accessibility Fundamentals, Microsoft | 2023
- Digital Accessibility, Microsoft | 2023
- Disability and Accessibility, Microsoft | 2023
- Design Thinking: The Ultimate Guide, IxDF | 2025
- User Research – Methods and Best Practices, IxDF | 2025
- AI for Designers, IxDF | 2025
- Product Management, Pendo x Mind the Product | 2025