Abi **Reynolds**

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PROFILE:

Senior UX Researcher with 15+ years' experience establishing and scaling UX research in product teams. Experienced in building research practices and processes from the ground up, mentoring teams and developing training programs for non-researchers. Adept at integrating qualitative and quantitative insights to shape product strategy and foster a customer-centric culture.

Website   https://abi-reynolds-design-journey.lovable.app

KEY EXPERIENCE & SKILLS

- **Senior UX Researcher:** Extensive experience in qualitative and quantitative research, including usability testing, surveys, diary studies, and customer journey mapping. Skilled with tools such as User Testing, Dovetail, and Qualtrics.
- **Project Management:** 15+ years of experience scoping, executing, and leading design projects across diverse sectors. Comfortable balancing large strategic initiatives with fast-paced tactical work for continuous improvement.
- **Collaboration:** Strong communicator with a track record of working across cross-functional teams and all business levels. Strives to adopt a collaborative approach and bring everyone along, on the same journey
- **Data Integration & Analysis:** Proficient in using platforms like Google Analytics and Mixpanel to identify research opportunities. Aligns research outputs with business goals and tracks impact through metrics like NPS and CSAT.
- **Building Research Capacity:** Proven ability to develop UXR training, establish UX process and governance, and introduce research processes for non-researchers to achieve further reach.
- **Customer Advocacy:** Passionate about growing empathy and awareness of customer needs, ensuring insights influence both product and business strategy.

EMPLOYMENT HISTORY

Jan 2022 – April 2025   **Staff UX Researcher, Kraken**
KRAKEN CRYTO EXCHANGE, (REMOTE)

- Senior UX Researcher embedded in the Wealth product team, leading UX research to support the ongoing improvement and expansion of an increasingly complex suite of Earn products.
- Collaborating with Design and Product teams to conduct strategic research shaping new product concepts, such as Equities and Lending. Also running moderated and unmoderated testing to inform ongoing design iterations.

- Partnering with the Marketing Research Director on large strategic research initiatives, combining quantitative (MaxDiff surveys) and follow-up qualitative (in-depth interviews) to highlight what matters most to different Kraken customer segments.
- Enabling further UXR reach by establishing 'assisted-serve UX research' processes, templates, and training to empower designers and product managers to conduct low-risk user testing.
- Investigating AI tools such as CHAT GPT and Dovetails AI functionality to enhance efficiency.

Nov 2019 to Dec 2021   **Lead Design Researcher, Lloyds Banking Group**
SCOTTISH WIDOWS (INVESTMENTS & PENSIONS), EDINBURGH

- Research lead working to embed design research into the lab processes and ensure research insights shape and influence product backlog.
- Building research capacity by setting up research roadmaps, growing the team and introducing more varied UX methodologies (Userzoom online testing & Indeemo Diary study).
- Research/Design lead for new ESG feature within the Scottish Widows App). Working alongside Product and Engineering teams, and overseeing a small team of designers.

April 14 to Sep 19   **Principal Consultant, User Vision**
USER VISION AGENCY, EDINBURGH

- Senior consultant within a busy digital agency developing and managing relationships with key clients from a variety of industries ranging from Financial Services to Travel.
- Supporting clients put users at the centre of their thinking and undertaking activities such as: usability testing, ethnographical research (diary studies), UX benchmarking, customer journey mapping and, workshop design & facilitation.
- Leading a small team of UX consultants and managing their project work
- Developing and running public facing UXR training courses and presenting at conferences.

July 12 to Mar 14   **UX Research Manager, Paddy Power**
PADDY POWER, POWER TOWER, DUBLIN

- Responsible for UX research in PP, setting up research policies and recruitment practices and promoting UX research throughout the organisation.
- Leading a small team of researchers and building research capacity within an agile product development environment
- Setting up of internal PP UX labs in Dublin and London and developing process around that.
- Running UX research projects and promoting and testing new research tools and methods e.g. ethnographic research methodologies etc.   and trailing user panels software
- Developing relationships with key P&L managers in different channels in PP to understand their research goals and plan their research needs.

June 11- July 12   **Freelance UX Researcher + Ph.D. student @ Napier University**

Completed first year of PhD at Napier University, Edinburgh, exploring psychology principles for more human-cantered user experiences (left Ph.D for full-time role).

Dec 05- June 11	**NATIONAL COLLEGE OF IRELAND DUBLIN** *(several different roles during 5 years)*

Dec -08 – June 11   **Manager, National E-Learning Laboratory (NELL):** a research facility specialising in e- learning user experience testing

- A key part of the remit of this position was to develop and grow the laboratories business activities such as development of marketing strategy, testing procedures, client reporting etc.
- Conducting UX testing, analysis and reporting inc. observations, interviews, focus groups, quantitative and qualitative analysis of data, production and presentation of final reports.

Aug 06 to Dec 08   **Programme Manager, Know IT and KESP Programmes, NCI**

These were two large scale e-learning projects to promote the up-skilling of the Irish workforce. Oversaw the roll-out of programmes including; management of relationship with e-learning suppliers and internal teams, programme development and recruitment of learners.

Dec 05 to Jul 06   **Director of Student Life (Maternity Cover), NCI**

Managing the day-to-day operations of 12-person team of Student Services in NCI and overseeing the admissions, examinations, student services and careers services functions within this Department.

Oct 02 – Nov 05   **Research & Projects Officer, Edinburgh Learning, Edinburgh**

Edinburgh Learning was a partnership of learning providers running European funded projects on promoting lifelong learning. As project manager, I developed funding applications, set project objectives, agreed budgets and coordinated partner activities and reported on projects.

Prior to this role, I held a variety of positions while studying for my degree and masters

1997 – 2000	**BA Business with Languages** Strathclyde University Glasgow
2001 – 2002	**MSc Business Management** (won class medal) Napier University, Edinburgh

Other training

- AI for Designers, Interaction Design Foundation (2025 currently in progress)
- Blockchain Basics (LinkedIn) 2020
- Fundamentals of Jira and Confluence (Work related), 2020
- Emotion in Technology, (Interaction Design Foundation), 2017
- Data Analytics Fundamentals (Google), 2016
- Meeting Magic advanced facilitation training, (Meeting Magic), 2013
- Introduction to Web Technologies (NCI), 2009