



JOHANNA BLOOD

UX RESEARCHER

CONTACT

+447488799789

jblooduxdesign@gmail.com

[Profile Website](#)

UX RESEARCH EXPERIENCE

- Proficient in conducting usability testing, qualitative and quantitative research, and user interviews to inform app and website design decisions.
- Skilled in analyzing data and presenting findings to stakeholders, enhancing strategic decision-making processes.
- Detail-oriented with a focus on discovering hidden usability challenges and driving design improvements.
- Empathetic towards users; understanding their needs and attitudes, to enhance the end product with consumer led design.

WORK EXPERIENCE

FREELANCE EVENT MANAGER

Multiple Agencies | Sept 2016 - present

- Directed nationwide projects representing industry leaders, and brands, like Coca-Cola and Tesco, ensuring maximum consumer uptake and satisfaction.
- Spearheaded initiatives focused on attracting and nurturing potential sales leads, consistently meeting and exceeding targets.
- Thrived in customer-facing roles, maintaining a positive attitude and proactive approach to deliver exceptional service.
- Demonstrated strong decision-making and organisational skills, effectively managing projects with multiple team members, staff, and contractors to deliver outstanding results.

CAFE MANAGER & EDUCATION LEAD

HMP Bronzefield (Women's Prison) | June 2020 - June 2021

- Managed a functioning café within the prison, overseeing 12 staff members, all of whom were residents of the facility.
- Utilised diverse approaches and communication skills to effectively support and empower each individual in their respective roles.
- Provided guidance and training to equip staff with the necessary skills and knowledge to fulfill various daily tasks within the café.
- Implemented training programs and established key milestones to support staff in working towards recognized qualifications.

EDUCATION

UX DESIGN

Career Foundry | 2023 - 2024

LEVEL 2 DIPLOMA IN SKILLS FOR WORKING IN DIGITAL TECHNOLOGY

East Sussex College | 2022 - 2022

CHEF & FOOD PREPARATION

Brighton City College | 2012 - 2014

PERSONAL PROFILE

A UX Researcher with a deep-rooted passion for research and innovation. With a successful background as an event manager spanning nearly a decade, I've specialised in orchestrating standout live events for industry leaders such as Coca-Cola and Nestle. I'm excited to apply my robust communication skills and empathy to effectively convey research results within my new company. My track record showcases proficiency in ensuring client satisfaction and dynamic problem-solving.

EXPERTISE

- Research Methods: Interviews, Surveys, Usability Testing
- Experience in Qualitative and Quantitative Research
- Preference Testing
- Data Analysis
- User Journey Mapping
- User Personas & Mental Models
- Wire framing and Prototyping
- Information Architecture
- Accessibility Standards
- Content Auditing

TOOLS

- Marvel
- Balsamiq
- Sketch
- Squarepace
- Usability hub
- Figma
- Google forms
- Github
- Visual Code Studio.

Thank you!