**CHIARA POWELL**

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A multifaceted professional **Senior Consultant** with a rich spectrum of skills, my expertise lies in UX research and strategy, where I have helped companies build user-centered digital products for boosting efficiency, accessibility and productivity. Notably, much of my recent experience has been in the retail space, collaborating with some of the top 100 UK retailers. Over the past 2 years, I've specialised in CX/UX, but my proficiency doesn't stop there. I also have consulting experience within Project Management, Change Management, Product Planning, and Process Improvement.

**Work Experience**

**January 2022 – March 2023, Management Consultant, Gate One, London, UK**

*Consultant: Jan 2022 – June 2022 | Senior Consultant: July 2022 – March 2023*

**FTSE 100 Retailer, User Experience Design Lead:**

An initiative to improve the digital experience for over 300k employees, through creating a consolidated digital application that would encompass all employee lifecycle touchpoints. I designed a "one-stop shop" application from scratch, defining and refining the employee journey for design/testing, and understanding the technical limitations to ensure the app was not only user-friendly (with a focus on accessibility standards) but also feasible from a technical standpoint. This resulted in an intuitive, fit-for-purpose application tailored for the retailer's employees, which integrated all digital touchpoints within the employee lifecycle and reduced the time taken to find information by 50%.

* User journey mapping, User persona creation, User research (interviews/focus groups/surveys), Analysis of testing insights and playback.
* Collaborated with UI designers using tools like Figma and Invision to create high-fidelity prototypes, while also building low-fidelity prototypes in Miro and Mural.
* Developed a new Information Architecture to enhance information discovery within the application.

**Global Dental Client, User Experience Strategy Lead:**

A global dental client approached us to revamp their internal employee platform. My role as lead included scoping the work, conducting extensive user research across different European regions, analyzing insights to determine employee needs, tailoring interviews for deeper understanding, and establishing KPIs for measuring the success of the tool. This resulted in a clear understanding of the employee needs and preferences, guiding the client towards making informed decisions about the platform and its features. The specific skills and actions carried-out were:

* Platform Identification: Collaborated with the client to understand their vision and requirements for the internal employee platform.
* User Research: Organized and facilitated focus groups across various European regions, involving employees from diverse business areas.
* Insights Analysis: Analyzed the data collected from the focus groups to consolidate insights
* KPIs Establishment: Developed a set of Key Performance Indicators (KPIs) to measure the success and impact of the new employee platform.

**June 2019 – December 2022, Management Consultant, North Highland, London, UK**

*Analyst: June 2019 – Feb 2021 | Consultant: March 2021 - December 2022*

**FTSE 100, Large UK Retailer, Project Management and Performance Improvement:**

The firm had a complex finance function with many Portfolios feeding into a month-end reporting process, the project management and performance improvement team were brought in to streamline the process and add structure. As the performance specialist, I streamlined the month-end process, adding structure, and improving overall performance. This resulted in the finance function becoming more streamlined and efficient. The introduction of the Power App improved the data management process, while the comprehensive analysis and coordination across portfolios ensured that improvements were holistic and addressed key pain points.

* Leading on the design, build, and requirements gathering for a reporting Power App for gathering knowledge across the Portfolios, streamlining the reporting approach and playback of each portfolio’s development, making data management more streamlined.

**Rail Industry, Planning and Project Management:**

Transforming the rail industry with a large government programme being implemented across different areas of the rail industry to improve the workings of the day-to-day equipment of rail. I produced an accurate project plan (MPP) formulating and implementing the project management strategy, maintaining robust client relationships, and ensuring the seamless integration of all workstreams. Responsible for cost and resource modelling, onboarding new members, identifying resource gaps, and providing specialized input on various aspects of the workstreams. The railway infrastructure transformation programme benefited from enhanced planning, streamlined project management, and robust client relationships.

* Leading and owning the project plan in Microsoft Project, holding multiple workstreams to account
* Maintaining strong client relationships to build the workstream future strategy and rollout of products
* Running workshops with the client to to ensure dependencies are accurately mapped and captured in the plan.
* Building a resource and cost model for the workstream, predicting yearly total costs per resource, product, and overall programme performance. Assuring on work as an SME in the workstreams, overseeing project plans, timelines, and product development.

**Financial Advisory Firm, Process and Performance Improvement:**

The firm had plans to rollout Microsoft 365 across the organization. My responsibility was to facilitate the rollout and align it with the firm's overarching goals. I identified processes in need of improvement, mapping current and desired states, pinpointing areas of concern. This resulted in, the firm seamlessly rolling out Microsoft 365 and significantly revamping its key processes.

* Allignment and build of the leadership strategy for identifying which processes require discovery work
* Building As-Is and To-be process maps, using Mural and a process mapping tool and identifying key pain points

**Rail Industry, Financial Modelling:**

A business case for rolling out a new travel system was required by a TOC in the rail industry. My primary objectives were to manage financial modeling, data collection, and analysis. I was responsible for articulating roadmaps, presentations, ensuring thorough period reporting, and overseeing risk management within the workstream. Through these dedicated efforts, the business case for the new travel system was robustly developed, backed by accurate financial modeling and comprehensive data analysis.

**Telecommunications Industry, Change Management***:*

A large telecoms provider were undergoing a transformation across their organizational structure, as well as rolling out 5G, a new and innovative product. My responsibilities spanned from analysing change impact survey results to formulating and implementing a communications strategy. I crafted over 100 transformation messages tailored to different business functions and supporting project managers in non-technology and operational areas.

**August 2018 – May 2019, Human Resources Graduate Scheme, UBS, London, UK**

**EDUCATION**

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| University of Bristol : *Management – Achieved: First (73), Dean’s commendation* |