

CONTACT

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Portfolio: <https://michaelafreire.github.io/ux-dev-portfolio/>

EDUCATION

**MSc in Cognitive Systems and Interactive Media | In Progress**

Universitat Pompeu Fabra, Spain

- Studying human-computer interaction, interaction design, AR/VR, research methods, and cognitive neuroscience. Applied data analysis skills in a capstone project on corruption and governance using World Bank data with Python and Pandas.

**Web Development Bootcamp | October 2023 – March 2024**

Le Wagon

- Studied HTML, CSS, Bootstrap, JavaScript ES6, SQL, APIs, Github and Ruby on Rails

**BSc in Politics and Sociology | 2015–2018**

University of Bristol, United Kingdom

- Awarded the 2015 International Undergraduate Scholarship by the School of Sociology, Politics, and International Studies—granted to one student annually.

EXPERIENCE

**Research Internship | February 2025 – Present**

TIDE Research Group for Interactive and Distributed Technologies for Education,  
Univeritat Pompeu Fabra, Spain

- Currently researching the role of AI in higher education and conducting a literature review on the challenges AI poses in evaluating learning and performance.

**Design Researcher | Independent Contractor | October 2022 – Present**

Brainstorming, Perú

- Responsible for conducting user research, secondary research, and co-design sessions to develop brand strategies for clients across various industries.

**Delivery Manager and Interdisciplinary Role | February 2023 – October 2024**

Education Policy Innovation Centre at the Department for Education, United Kingdom

- Managed user research and design projects in complex policy areas, such as special educational needs, access to opportunities, and childcare, while utilising co-design and participatory methods and coaching team members in Agile methodologies.
- Supported research through note-taking in user sessions, designing research artefacts, and conducting expert interviews and secondary research.
- Created clear, impactful reports, presentations, and blog posts to effectively communicate findings and recommendations to stakeholders.

## **Junior Research Operations and Delivery Manager | February 2022 – February 2023**

Policy Profession Unit at the Department for Education, United Kingdom

- Managed recruitment, logistics, and operations for large-scale cross-government user research with 100+ policymakers, including user interviews, co-design sessions in a pilot environment, and diary studies, while ensuring GDPR compliance.
- Designed research materials, facilitated sessions, and supported analysis to uncover actionable insights.

## **Design Researcher and Product Owner | October 2021 – September 2022**

Innova Teaching School, Perú

- Led a multidisciplinary team through the Discovery and Alpha phases of a digital product designed to support teachers in Peru with professional development.
- Conducted extensive user research—including interviews, surveys, desk research, and card sorting exercises—to understand user needs.
- Trained a team of eight in Human-Centered Design processes, guiding them through research and ideation.
- Developed platform prototypes and conducted usability testing to refine the design.
- This project was recognized as one of Intercorp's "Transformative Initiatives" for the 2021 Innovation Fair, earning a place in a learning and acceleration program with industry leaders from IDEO, La Victoria Lab, and Colectivo23.

## **Research Assistant | July 2019 – October 2021**

Innova Teaching School, Perú

- Conducted, analysed, and presented quantitative and qualitative evaluation measures to assess and enhance products.
- Led workshops on proper APA formatting and referencing for students.
- Facilitated Human-Centered Design modules for teachers, promoting user-focused methodologies in education.

## **Research Internship | June – August 2018**

Up Our Street, United Kingdom

- Performed a demographic analysis of 467 quantitative interviews that focused on understanding wellbeing, and any measures that can be taken to enhance it.

## **Research Internship | June – August 2018**

Playing Out, United Kingdom

- Conducted 20 semi-structured qualitative interviews with participants from diverse cultural and religious backgrounds in Lawrence Hill, navigating language barriers with the assistance of a translator.

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### **ADDITIONAL INFORMATION**

#### **Languages**

- Spanish – Fluent in writing and speaking
- English – Fluent in writing and speaking

#### **Certifications**

- Cognitive Psychology and UX – Colectivo23 (December 2021)
- Data Visualisation – University of Arts, London (December 2023)
- Design and Management of Digital Products – Colectivo23 (November 2021)
- Certified Scrum Master – Scrum Alliance (March 2023)