

Michaela Freire.

UX Researcher and Designer



[Linkedin](#)



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Barcelona

With seven years in social research and three in User-Centered Design, I specialise in user research, Agile methodologies, and creating impactful, user-focused solutions. Skilled in coding and innovation management, I collaborate with cross-functional teams to deliver meaningful experiences that drive positive change.

Work Experience



DEPARTMENT FOR EDUCATION (London, United Kingdom)

Education Policy Innovation Centre (EPIC)

Delivery Manager / Interdisciplinary Role (February 2023 - October 2024)

- Managed user research and design projects in complex policy areas, such as special educational needs, access to opportunities, and childcare, utilising co-design and participatory methods.
- Facilitated design workshops and ideation sessions.
- Created diverse outputs (reports, presentations, blog posts) to communicate findings and recommendations effectively to stakeholders.
- Coached team members in Figma.

Policy Profession Unit

Junior Research Operations and Delivery Manager (February 2022 - February 2023)

- Designed research materials, facilitated research sessions, and supported analysis to uncover actionable insights.
- Managed logistics and operations of extensive cross-government user research, with 100+ policy makers, ensuring GDPR compliance.



BRAINSTORMING (Lima, Peru)

Freelance Design Researcher (October 2022 - Present)

- Constructed Brand Strategies using a Human Centered Design approach for various companies in diverse industries.
- Conducted user research and co-design sessions, and facilitated workshops with clients to collaboratively determine the best strategy.
- Collaboratively designed wireframes for digital products.



INNOVA TEACHING SCHOOL (Lima, Peru)

Product Owner (October 2021 - September 2022)

- Led a multidisciplinary team through the Discovery and Alpha phase of a new digital product aimed at assisting teachers in Peru with their professional development.
- Trained a team of 8 members in Human Centered Design processes. Consequently, we successfully conducted extensive research, including interviews, surveys, desk research, and card sorting exercises, to understand our users' needs.
- Build prototypes for the platform and conducted usability tests.
- This project was selected as one of Intercorp's "Transformative Initiatives" for the 2021 Innovation Fair, where we engaged in a learning and acceleration program with industry leaders from IDE0, La Victoria Lab, and Colectivo23.

Research Assistant and Continuous Learning Assistant (July 2019 - October 2021)



UP OUR STREET (Bristol, United Kingdom)

Research Assistant (June - August 2018)



PLAYING OUT (Bristol, United Kingdom)

Research Assistant (August 2018)



IPPR (London, United Kingdom)

Research Assistant (December 2017 - January 2018)

Education History



MASTER IN COGNITIVE SYSTEMS AND INTERACTIVE MEDIA

Universitat Pompeu Fabra, Barcelona

In Progress

- Human Computer Interaction, Interaction Design, AR, VR, Python, Research methods, Cognitive neuroscience, Artificial agents
- Intern in TIDE research group, researching AI in higher education



WEB DEVELOPMENT BOOTCAMP

Le Wagon

October 2023 - March 2024

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



BACHELOR IN POLITICS AND SOCIOLOGY

University of Bristol

Year of Graduation: 2018

- Awarded SPAIS Undergraduate Scholarship 2015



ADDITIONAL TRAINING

- Certified Scrum Master - Scrum Alliance (March 2023)
- Cognitive Psychology and UX - Colectivo23 (December 2021)
- Design and Management of Digital Products - Colectivo23 (November 2021)
- Innovation Management - University of Arts, London (March 2024)
- Data Visualisation - University of Arts, London (December 2023)



RESEARCH AND ANALYSIS

- User research, co-design, surveys, desk research, interviews, diary studies, focus groups, workshops



TECHNICAL SKILLS

- Ruby on Rails, JavaScript, HTML, CSS, Figma, Excel, Github, ReactJS, Python, Tailwind



LANGUAGES

- Spanish: Native, English: Fluent