



[Linkedin](#)



michaela.freiregriffith@gmail.com



+34 665 088 456



[Portfolio](#)

Multidisciplinary design researcher with 7+ years of experience in social and user research. Skilled in managing end-to-end research projects and using qualitative and quantitative methods to generate actionable insights. Proficient in data analysis and translating findings into strategic design assets. Skilled in prototyping and collaborating effectively within agile, cross-functional teams.

EXPERIENCE

Research Staff | Feb 2025 — Present

TIDE Research Group, Universitat Pompeu Fabra, Barcelona

Co-designed digital lesson plans with students and faculty using design-based methods; conducted a literature review on AI in higher education; and performed cost-benefit and quantitative analysis of AI-assisted teaching using survey data (Python).

Methods & Skills: Co-design, participatory design, workshop facilitation, literature review, quantitative analysis (Python), cost-benefit analysis

Design Researcher | Oct 2022 — Oct 2024

Brainstorming, Lima

Drove end-to-end research and co-design to develop user-centered brand and web strategies, translating insights into actionable design outcomes across diverse industries.

Methods & Skills: User research, co-design, market research, workshop facilitation, wireframing, strategic design

Delivery Manager (Research & Design) Feb 2023 — Oct 2024

UK Department for Education, London

Led end-to-end delivery of research and design projects in government priority areas (e.g., SEN, opportunity access, childcare), while actively contributing to interdisciplinary work—facilitating interviews, synthesizing insights, conducting benchmark analysis, facilitating workshops, and supporting prototyping and output creation.

Methods & Skills: User research, co-design, participatory design, expert and stakeholder interviews, secondary research, workshop facilitation, insight synthesis, benchmarking, prototyping, data sense-making, agile project management

Junior Research Operations and Delivery Manager | Feb 2022 — Feb 2023

UK Department for Education, London

Managed recruitment, logistics, and operations for large-scale cross-government user research with 100+ participants, whilst contributing to key initiatives by designing research materials, facilitating sessions, supporting data analysis, and producing deliverables.

Methods & Skills: Diary studies, user and expert interviews, pilot service testing, survey design and analysis, agile project management

Design Researcher & Project Lead | Oct 2021 — Sep 2022

Innova Teaching School, Lima

Led a user-centered research and design project to develop a digital platform supporting Peruvian teachers' professional development. Identified key learning barriers through user research and translated insights into a flexible, expert-informed solution, recognized by Intercorp as a Transformative Initiative.

Methods & Skills: Qualitative interviews, literature review, quantitative survey, usability testing, card sorting, wireframing, iterative prototyping

Research Assistant | Jul 2019 — Oct 2021

Innova Teaching School, Lima

Conducted mixed-methods user research and data analysis to evaluate and optimize digital educational products and services. Synthesized quantitative and qualitative insights to inform design decisions and communicated findings through clear, impactful presentations.

Methods & Skills: User research, surveys, interviews, data analysis, stakeholder communication

Research Intern | Jun — Aug 2018

Up Our Street, Bristol

Conducted demographic and quantitative data analysis on 467 wellbeing-focused interviews to uncover user patterns and inform targeted wellbeing enhancement strategies. Delivered actionable insights through detailed data segmentation and descriptive analytics.

Methods & Skills: Quantitative research, data analysis, data segmentation, descriptive statistics

Research Assistant | Aug 2018

Playing Out, Bristol

Facilitated 20 semi-structured qualitative interviews with culturally and religiously diverse participants in Lawrence Hill, overcoming language barriers with translation support. Used insights to inform and enhance the Playing Out's service offering.

Methods & Skills: Interview facilitation, cross-cultural research, qualitative analysis

EDUCATION

MSc in Cognitive Systems and Interactive Media | In Progress (Sep 2024 – Jun 2026)

Universitat Pompeu Fabra, Spain

- Human-computer interaction, interaction design, research methods, cognitive neuroscience and AR/VR.

Web Development Bootcamp | Oct 2023 – Mar 2024

Le Wagon

- 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.

ADDITIONAL INFORMATION

Skills and Tools

Qualitative & quantitative research | Human-Centered Design | Agile project management | Prototyping & wireframing | Python | Figma | CSS | JavaScript | Ruby on Rails | Excel

Languages

English and Spanish (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)