

ABOUT ME

As an individual who has academic background in Psychology and Neuroscience, I am trained to think with a scientific mindset. I enjoy testing assumptions about how people think and interact with products, whilst being conscientious about biases. Having worked in two technology startup companies, I enjoy working in an agile environment in a multidisciplinary team to produce and improve digital products.

KEY SKILLS

User Research
Prototyping
Usability testing
Iterating
User personas
Affinity mapping
Sketching
Design Studio
Surveys
User flows & journeys
Competitive analysis
Wireframing
Information Architecture
Card sorting
Daily standups
Agile methodology
Presentations
Teamwork

EXPERIENCE SNAPSHOT

General Assembly, London, Mar 18 - Jun 18

UX Designer Student

General Assembly helps individuals to learn UX Design techniques at the industry standard, and strengthen them by applying it to various projects.

Client Project at Carefreebreaks

- In a 2.5-week sprint, I worked in a team of three to create a self-referral on-boarding process which allows unpaid carers to refer themselves for a free holiday accommodation. This was built into a high fidelity prototype of a responsive website. The clients were very impressed with the new self-referral process and how considerate we were when designing for the unpaid carers.
- As the assigned facilitator, I gained consensus by making sure everyone's opinions were heard, to keep the project on track, and to be the point of contact with the instructors.

Concept Project for Santander Cycles

- In a 2-week sprint, we built a clickable mid-fidelity prototype for an educational gaming app that teaches individuals how to cycle safely on London roads.

Other Projects

- Individual App Project
- Concept E-commerce Project

Eggbum Education, London
Product Manager

Jul 17 - Mar 18

Eggbum Education is an education technology company that helps individuals to learn Mandarin, Korean and Japanese through a chatbot

- Produced learner personas for Mandarin, Korean, and Japanese learners by using interviews, surveys and data. This was used to guide strategies for product features, content creation and marketing campaigns.
- Produced a wireframe to create an internal content creation webtool, and carried out usability testing to improve it.
- Helped the company become more efficient by initiating project prioritisation, knowledge documentation and improving workflows between teams.

TOOLS

Sketch
InVision
Marvel
Trello
SPSS
HTML & CSS
Qualtrics
Keynote
Python
Google Forms

INTERESTS

I like to go to interactive theatres where you immerse yourself in different worlds. 'Inside Pussy Riots' was the most intense theatre I went to. The founder of Pussy Riot, Nadya Tolokonnikov, told her story of standing up for what she believed in, and how she suffered the consequences within the Russian system.

Another passion of mine is art. My favourite piece I've painted recently has a skull and a deformed fruit.

Cytora, London
Research Analyst

Oct 16 - Jun 17

Cytora is an artificial intelligence company that helps commercial insurers to price risk with more accuracy.

- Solidified how to conduct research for attribute data research and how to identify the associated data sources. This was used to build risk models for insurance companies.
- Collected, cleaned and concatenated data for commercial fire events from Fire and Rescue services across the UK

Social Policy Research Unit
University of York, York
Research Intern

Dec 14 - Jun 15

Social Policy Research Unit carries out policy-related research and communicates its outputs to influence policy changes and service delivery.

- Worked on the first two work packages of a national project evaluating models of care for older people with deteriorating self-care and independence abilities which has informed policy, service development and commissioning.
- Identified all individuals responsible for the Reablement service across the UK.

EDUCATION

King's College London, London, UK
MSc Neuroscience

Sep 15 - Sep 16

- Learned a broad range of Neuroscience topics ranging from molecular to behavioural level.
- Conducted an individual research project for 5 months to observe the dopaminergic pathway in zebrafish with Slit gene mutation.

University of York, York, UK
BSc Psychology

Oct 11 - Jul 14

- Learned a broad range of Psychology topics, with final modules in Social Cognitive Neuroscience, Cognitive Psychology of Sleep, Mind and Brain, and Face Perception.
- As a group, we explored the influence of social exclusion and unconscious pupil size processing on the friendliness of faces perceived by women.