Zoe Rosen

UX Researcher and strategist

Expertise

- *Human Experience Champion*
- *Design Thinking Champion*
- *Customer Centric Strategy*
- *Service Design*
- *Strategic Design*
- *Human Centred Design*
- *Mixed Method Research*
- *Anthropology*

Core Skills & Attributes

- Ethnographic Researcher
- Experience Tester
- Insights Generation
- Workshop Facilitator
- Strategic Direction Alignment
- Design Thinking Mentor
- Coaching and mentoring
- Stakeholder management
- Public speaker

Experience Snapshot

- Speaker & Consultant since 2014
- Progressed from UX focus to Service Design
- Represented agencies and AnthroChick across **Finance, Telco Insurance, Government and Health**
- Worked on **digital, published broadcasting, change management and service design programs**
- Founder of Sydney Design Thinking (6000+ members)

I am a...

Passionate self-starter, I love what I do and being in the centre of Human Centred Design. My Anthropology background marries into Service Design and UX Research which I use to facilitate powerful outcomes for my clients. I get excited by strategy and aligning business logic to customer logic to create successful experience for customers and growth opportunities for businesses.

Outside of work I love exploring ancient tool and food making processes. I'm a cheese fanatic and I love to chill out fishing.

Education

IDEO, Human Centered Design, 2016
General Assembly, User Experience Design Immersive, 2015
Macquarie University, B.A. Anthropology & Philosophy, 2013
University of Sydney, Conflict Management, 2012

Portfolio:

www.anthrochick.com Or ask me, I have detailed examples to showcase. For full working history please see Linkedin: ZoeRosen

Tools

- HCD Implementation
- Design Team Upskilling
- Research training
- Insight generation
- Workshop facilitation
- Workshop training
- Service Blueprint
- Design Sprints
- Stakeholder management

- Ethnographic fieldwork
- Contextual Inquiry
- Insight generation
- Thematic Coding
- Persona generation
- Software flow
- Interview Training
- Design Sprints
- Iteration
- Sketching
- Desktop and App Design
- Testing

- Ethnographic fieldwork
- Contextual Inquiry
- Insight generation
- Thematic Coding
- Persona generation
- Service Design
- Prototype creation
- Team upskilling
- Design Sprints
- Iteration
- Stakeholder management/alignment

- Usability Testing
- Persona use training
- Contextual Inquiry
- Insight generation
- Design Sprints
- Surveys,
- Presentations
- Workshops

Role

UX Research Lead, 2018 - current

UBank

Australia's Leading Online Bank

Established the UXD research practice, coaching and mentoring designers, championing Design Thinking and Human Centered Design through the business. Growing and embedding customer centricity at UBank delivering exponential product growth across our product channels.

UX Research Lead, 2016 -17

Cochlear CTLD (1 year contract)

Cochlear Implants for the Profoundly Deaf

Facilitating and coordinating research into Cochlear audiological software internationally. Assisting in establishing documentation protocol for regulatory bodies. Providing research training for insight discovery and usability testing practice for early stage project concepts for Cochlear regional staff in the North and South America, Europe and Asia, used to guide prototyping of audiological software

Service Designer, 2016

Allianz Australia (7 month contract)

Global Insurance Provider

High-level strategy development of the CX framework for implementation across Allianz Australia. Planning and facilitation of CX research for primary business channels to develop Allianz's strategic direction. Planning and training of staff on research methods, contextual inquiries, insight discovery and development. Led service design workshops.

UX Researcher, 2015

Commonwealth Bank Australia (7 month contract)

Identifying and adapting appropriate research methods to generate robust data. Employing both quantitative and qualitative research on customer facing products reporting directly back to stakeholders. Methods included usability testing, in depth interviews, interception testing, surveys and workshops