

JIMMY NESS

RESEARCHER, STRATEGIST AND STORYTELLER

ASSOCIATE RESEARCH DIRECTOR

NEIGHBOURHOOD INSIGHTS

2023

An ethnographic research project in India for a leading sports brand looking to learn about youth culture in the city. I created discussion guides, managed participants, organised logistics and performed face-to-face interviews in Mumbai.

ASSOCIATE RESEARCH DIRECTOR

HOT POT CHINA

2023

Overseeing three projects helping a range of London brands launch in China. This role includes managing another staff member, collaborating with the strategy team and creating a coherent narrative with strategic recommendations from existing qual and quant data.

STRATEGIC DESIGN CONSULTANT

PORTABLE DIGITAL, FIVE-MONTH CONTRACT

2023

Working with a non-profit and a bank to reshape the experience of low-income families signing up for a matched savings program. This project includes research in three phases: Discovery (interviews, stakeholder workshops, personas), User Testing and Prototyping.

I managed all interviews and synthesis, ran and designed workshops, managed client feedback and wrote several impactful presentations reflecting insights from each stage in the process.

SENIOR STRATEGY CONSULTANT

ARCHETYPE MEDIA

2023 - 2017

Strategizing the national launch of a luxury BMW vehicle. This project helped the client define their target audience through a series of interviews with wealthy individuals and suggestions for activation events and ambassadors.

Another example was researching a growing basketball community for a beverage brand looking for opportunities in a new market. I initiated access to several demographics and used ethnographic immersion as well as in-person interviews to gain valuable data. Using my writing and photography skills I conveyed these insights in an editorial-style presentation. I then used this data during creative brainstorming sessions for the launch of a new product.

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AT A GLANCE:

- Experience across qualitative research and strategy.
- Former 10+ year copywriter.
- Documentary photographer and ethnographer with ongoing personal project on skateboarding.
- In-depth experience interviewing participants on camera and managing video-ethnography projects.
- Previous career in advertising includes project management experience working in China, Iceland, Spain, Germany and the US.
- Clients including Nike, Adidas, VISA, Virgin Airlines, BMW and Foot Locker.

CORE SKILLS:

- Interviews
- Focus Groups
- Creative Strategy
- Stakeholder Workshops
- Ethnographic Immersion
- Persona Creation
- Journey Mapping
- Client Management
- Copywriting
- Creative workshoping
- User stories & Information Architecture
- User Testing

I'm passionate about helping diverse communities be heard and understood through research.

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SENIOR RESEARCH CONSULTANT

POLLEN, THREE-MONTH CONTRACT, 2022

A project that tackled nationwide issues in the healthcare sector and sought to uncover business opportunities over a ten-year period. We focused on improving the journey and outcomes for patients. Through interviews and experience mapping, I investigated six elements of the complex healthcare industry from senior clinicians interacting with patients to healthcare executives managing quarterly business targets and local politics.

LEAD RESEARCH CONSULTANT

ROWBOAT DESIGN, THREE-MONTH CONTRACT
2022

Remodelling Cricket Australia to be more gender-inclusive by looking at the experience of female players, volunteers and staff. To complement existing work on the female perspective, I focused on male experiences and attitudes toward women at local clubs.

I coordinated and facilitated interviews while also involving our client in the research process. I wrote discussion guides, designed workshops, led synthesis and scripted a video survey for wider reach. Using my creative experience, I also hired voice actors to re-record quotes for our stakeholder presentation. This ensured our insights resonated on an emotional level.

SENIOR RESEARCH CONSULTANT

BOLSTER, THREE-MONTH CONTRACT
2021

A project focused on learning the best way to communicate with Aboriginal and Polynesian youth. I worked with the Transport Accident Commission to host a series of workshops and a survey focused on improving communications with this often-overlooked audience.

Topics discussed included substance-related driving, road accidents and dangerous behaviour. Many participants had a lived experience of these high-impact topics so cultural sensitivity was a key element. Insights included strategies for where to meet this audience in the community, and what style of communication they preferred.

EDUCATION:

Interaction Design Foundation -
Design Thinking: The Ultimate
Guide.

Qualitative Research Methods
online course. University of
Amsterdam

Bachelor of Journalism, Massey
University. Wellington, New
Zealand

Post Graduate Diploma of
Journalism, Massey University.
Wellington, New Zealand

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REFERENCES

Available Upon Request

Further work history can be found
on LinkedIn