

## Profile

Dedicated UX Designer with an MSc in User Experience Design, equipped with a solid foundation in user research and prototyping. Experience completing hands-on projects during my master's program, including A/B testing for website redesigns to enhance user engagement and developing innovative mobile applications from conceptualization to deployment.

## Education

**MSc User Experience Design** September 2023 – January 2025  
Kingston University

- Demonstrated in-depth knowledge of the user experience design process by conducting comprehensive quantitative and qualitative user research, leading ideation sessions and prototyping of digital products to enhance usability and user satisfaction
- In my dissertation I conducted extensive user research on UK pet owners' needs, using surveys, interviews, and usability testing to identify a market gap. Designed an innovative user-centered mobile platform to increase user satisfaction by addressing user needs

**BSc Politics and International Relations [2:1]** September 2020 – April 2023  
University College London

- Mastered quantitative methods for social sciences; Demonstrated in-depth knowledge of international economy and its relationship with politics; Thesis on the balance of power theory between US, China and Taiwan.

## Professional Experience

**User Experience Designer** February 2025 - Ongoing  
TruerU

- Conducted user research to understand the needs and pain points of clients and surgeons
- In charge implementing findings into app prototype connecting surgeons with clients, streamlining the consultation and booking process.

**User Research - Internship** November 2024  
Stealth Company – Project under NDA

- Collaborated within a team to conduct in-depth user research for a project that leveraged the use of emerging technology in innovative ways
- Ensured my research developed according to stakeholder needs and goals.

**Market Research Interviewer** December 2023 – May 2024  
Ipsos MORI

- Conducted 30+ in-depth research interviews with a diverse range of participants in order to gather insights for the widely used UK social and political opinion polls
- Ensured the interviews adhered to strict guidelines for data collection, contributing valuable firsthand user data for ongoing research studies.

**Freelance Graphic Designer** February 2024 - May 2024  
incognito

- Developed engaging website banners and designed social media content to promote an upcoming product launch
- Collaborated closely with the client to align design elements with their marketing strategy, resulting in enhanced brand visibility and a stronger online presence

## Skills and Tools

- User Research      - Interaction Design      - Design Thinking      - Agile      - Usability Testing  
- Wireframing and Prototyping      - Figma