

## Georgia Ellis

### Key Achievements

- I've recently led a design sprint for a security brand to evaluate and improve their desktop and mobile interface and user journey. I managed a multi-disciplinary team, the project approach, and delivery. The result was an enriched prototype based on user-centred disciplines that will launch in 2021.
- Independently managed an international research project end-to-end into the telecom needs of migrants.
- Ran a research project on smartwatches for a high-profile consumer electronics brand. This included scoping sessions with all stakeholders, planning and facilitating focus groups, and creating personas.
- Conducted usability tests, including closed card-sorting, and presented the results to inform the development of a prototype app for a leading retail bank.
- Supported a year-long CX project for a leading security brand on the creation of a customer journey map and Customer Experience Principles for all of their future design work. This project also included a sprint on the redesign of their product onboarding.
- Created and ran a customer closeness programme for a leading food brand, which included planning and conducting in-depth interviews and diary studies. This project also included planning and carrying out a communication plan to engage the whole business in the project.
- Independently planned and carried out my own user research project for a library, which used ethnography, directed interviews, usability tests (*guerrilla*), and card-sorting techniques.
- Ran a company-wide talk on how archetypes can be used to create intuitive UX, particularly for marginalised groups.
- Promoted in 2020 to lead consultant on medium-sized research projects at a leading consumer innovation firm.

### Relevant Work Experience

#### **C Space - Customer Insight Agency - Insight and Research Consultant - June 2019 - present**

This role spans the whole lifecycle of a brief, including scoping projects with clients, the recruitment of participants, research design, conducting research and analysis, and communicating insights.

- **Ability to work independently** - I led and managed a project team for a leading security brand to evaluate and improve a new desktop and mobile prototype. I've also managed several research projects end-to-end for a global telecoms company. In both projects, I drove project management and I also led delivery.
- **Demonstrable experience in planning and carrying out in-person and remote user research with a variety of methodologies with both physical and digital stimuli** - I've conducted multiple remote IDI's and focus groups for an experience map project. For a customer closeness programme, I planned and ran a month-long diary and video tasks, this project involved creating lots of physical stimuli. I've designed and planned in-language remote research for several projects for a leading telecoms brand, this project involved creating digital stimuli.
- **Be comfortable sharing insight across the wider team** - I planned and ran analysis and synthesis sessions with senior researchers to build insights for a project into migrant telecom needs in six global markets. I've conducted IDI's and focus groups with client stakeholders. I've

also created multiple debriefs and regularly plan and run stakeholder workshops to share insights with wider teams, including technical teams.

- **Be able to synthesise signals and fuel the team with the ‘so what’ and ‘what next’** - for a customer's closeness programme for a food brand, I not only brought together continual insights from a year-long study, I also ran debriefs, created customer-insight videos and created ideation platforms based on my insights to discover the ‘so what’ and ‘what’s next’ for teams.
- **Striving to improve skills and research** - I’ve pushed to develop my teams understanding of UX techniques, running a company-wide talk on how archetypes can be used to create intuitive UX and this year I’ve begun to deep-drive into tech solutions for trends projects, such as Discover AI.
- **Have an approachable and friendly manner** - for a customer closeness programme I was the main customer contact, and built strong relationships with them over the year-long project, to such an extent that they were very comfortable sharing with me their most intimate personal issues.

### **London Borough of Newham - Marketing and Information Officer - January 2017 - July 2019**

I worked within a communications department for the London Borough of Newham. I led on branding projects and I was also the marketing officer/strategist for all council events, children's services and the environment, as well as selected health projects. I also ran independent focus groups.

- **Have a growth mindset** - after spotting the need in the communications department for user-centred design approaches, I independently ran a series of focus groups with residents to inform marketing campaigns.
- **Working in multi-disciplinary teams** - I regularly worked with in-house graphic designers and external partners such as web developers.

### **Personal Projects**

**Genuinely interested in human behaviour** - I organised and ran my own independent UX project, with the aim of understanding the library experience in Tower Hamlets. The Idea Store (library) had never carried out user research and, apart from collecting basic information, they had little idea about how residents used the space, their pain points, and experiences. The outcome of this project was a series of draft personas. I am also currently running a personal project into the future of technology and intimacy.

### **Education**

Degree:

- University of East Anglia - BA History and Politics 2:1 - September 2011 - June 2014