

Strategic insight specialist // qualitative and mixed-methods research for brand and product development

Experience

Freelance user and market researcher:
Jan 2026 - Present

Lead qualitative and mixed-methods research projects for agencies and clients

- Clients: Department of Business & Trade; H&M
- Agencies: Ipsos Mori

Senior UX researcher:
YuLife
Aug 2022 - Dec 2025

**Research that impacts design and commercials
Advocate for users and upskill teams to run research**

- Highlights:
- Led product innovation for B2B product from conception to development and launch
 - Identified barriers to download and app retention
 - Diverted ~£50,000 mis-investment in wearable tech
 - Guided CTO on product-suite repositioning strategy

Freelance UX/CX researcher:
Dec 2020 - Mar 2022

Lead and support qualitative research for innovation and product design

- Clients-Agencies: Meta-Ipsos; Deliveroo-Strat7; Ford-Ipsos; Tate-Kubi kalloo; BuxtonThreeTwo-Nurtured Communities

- Highlights:
- Explored product market fit for Meta’s portal gen 2
 - Discovered mental models for job-acceptance in Deliveroo riders

Freelance market researcher:
Dec 2020 - Mar 2022

Lead qualitative and mixed-methods research projects for brand and comms development

- Clients-Agencies: Lays, Pringles, Money Super Market-davies+mckerr; San Miguel-Razor Research; Asics, Diageo-the mix, Arup-Ipsos; Yonder-ECB

- Highlights:
- Sharpened Lay’s master-brand by enriching understanding of brand’s core value “everyday joy”

Research manager:
BAMM
Oct 2017 - Nov 2020

**Uncover behavioural and cultural insights
Manage project and insight delivery**

- Clients:
- Mercedes, Shell, Coca-Cola, Unilever, Samsung, Wikipedia, Meta etc.

- Highlights:
- Led ethnographic discovery projects in Jakarta, Montana, Dallas and Istanbul
 - Conference speaker @ Quirks 2019
 - Winner best B2B project (MRS 2019)

Account executive:
Mindshare
Nov 2016 - Oct 2017

Manage global media campaign implementation for General Mills brands (Nature Valley, Fibre One)

- Highlights
- Identified insights via data analysis informing Nature Valley global media strategy

Education	University of Oxford Oct - Dec 2024	Social Anthropology 20 CATS (equivalent to UCAS points)
	University of Manchester Sep 2010 - June 2013	Philosophy 2:1, BA
	University of Falmouth Sep 2009 - June 2010	Foundation Diploma in Fine Art Level 4 - Merit
Training	May 2024 Nov 2023 Sep 2022	Anthropology of the home, UCL The Influential Researcher, Dr Nick Fine Hello Design Thinking, IDEO
Languages		Spanish: professional proficiency (B2, DELE certification) Portuguese: fluent, working proficiency