



Andrea Mitchell

UX Designer | User Researcher
London, UK



Contact

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Portfolio

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More Information

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Profile

I love talking to people, discovering how they experience technology, and working to **balance their needs with those of the business**. Using my degree in psychology, research experience and design skills, I want to help **build solutions that delight by really understanding people**, their goals and problems through user research.

With years of practice talking to candidates, I can **quickly build rapport** with users during interviews and testing and use this to **get to the core of the problem**. Having worked in consulting environments I am used to **working with clients to understand their business goals** and use this to **refine briefs** in order to design strong solutions.

I am interested in working in a role where I can expand my experience in user research methods and contribute to design strategy.

Techniques and tools used:

- Competitive analysis
- Survey design
- User Interviews
- Card sorting
- User flows
- User journeys
- Use cases
- Personas
- IA
- Sketching
- Rapid prototyping
- Guerilla testing
- Lab testing
- Design Studio
- Sketch
- Axure
- Morae



Experience

AUGUST 2017 - FEBRUARY 2018

JUST EAT - London, UK
UX Researcher

Initially a 3 month contract, extended to 6 months to conduct user research and usability testing on the JUST EAT web and mobile apps. Working with UX and UI designers I planned and facilitated around 50 interviews including managing the recruitment process. Additionally I analysed sessions, collated observations from the team and reported back with written reports and presentations.

I also helped to manage the research labs, including training and supporting team members in their use.

JUNE 2016 - APRIL 2017

Department for International Trade (DIT) - London, UK
UX Designer

My second contract through Methods Digital, I worked through the Alpha and Beta stages on this project to build a site for DIT to help attract foreign direct investment into the UK.

As the only full time designer on this project I was responsible for interpreting user research into clear user needs, designing the outline of the product in terms of user experience as well as the UI and visual design. I also worked closely with content designers and developers to see the designs realised.

This product is currently available in 8 languages.

FEBRUARY 2016 - MAY 2016

Food Standards Agency - London, UK
UX Researcher

Contract working with Methods Digital to provide user research (incl. personas & user journeys) and testing for a pattern library to be used on the consumer portion of the FSA website

AUGUST 2015

CopyCopy - London, UK
UX Designer

Worked with the founder and developers of CopyCopy to redesign some of the core functionality of their product, as well as the landing page and onboarding process.

I worked on:

- User research: survey design & interviews
- Ideation & Design Studio
- Wireframes
- User Testing

As the team leader for our group I acted as Project Manager and was the main interface to the client.



Experience Con't

AUGUST 2014 - MAY 2015

Hays Talent Solutions - London, UK
Principal Sourcing Partner

I improved candidate sourcing services for Hays clients by:

- Running training sessions
- Mentoring researchers
- Consulting to a number of client accounts on recruitment marketing and search strategy

I also completed the configuration and setup of a candidate database for a new client, and supported the system with global teams.

NOVEMBER 2012 - JULY 2014

Cielo - London, UK
Community Expert & Team Leader

My core task was building talent communities for clients by:

- Researching and interviewing potential candidates
- Communicating the clients value proposition online and through direct contact

I was also involved in the setup and support of two candidate databases. As part of this I worked with GE and IBM to support the roll out of a new system and did user testing with IBM on upgrades they were making.

Want to know more?

This covers the last 5 years. If you would like more information on the roles I worked further back let me know or check my profile on LinkedIn



Education

2015

General Assembly - London, UK
User Experience Design Immersive

2003

University of Canterbury - Christchurch, New Zealand
Bachelor of Arts (Psychology)

Endlessly curious, I left New Zealand over a decade ago to experience different countries and cultures around the world. I love seeing new places and I'm always planning my next trip. I'm also fascinated by technology and how it's developing, particularly around the Internet of Things. And whether I'm travelling or not, I usually have at least three craft projects on the go.