

Sarah Morice

Lead UX Researcher

I'm a Lead UX Researcher with genuine enthusiasm for understanding people and a passion for turning insights into strategies that shape user experiences, product direction, and business decisions.

I blend curiosity with strategic thinking, using mixed-methods research to uncover needs, test ideas, reduce risk, and deliver clear, practical recommendations.

I'm driven to champion research best practices, build strong stakeholder relationships, and influence product and business strategy with evidence, not opinion.

I've also built and scaled UX Research functions, created communities of practice, and mentored researchers, helping teams stay user-focused while delivering meaningful, high-impact work.

Currently looking for a **UX Researcher role - permanent - remote**

Contact details

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Portfolio

www.sarahmorice.co.uk

Expertise

- UX Strategy
- Leading projects
- Building UX Research team
- Growing UX maturity
- Promoting the value of UX
- Presenting
- Mentoring
- Interviewing
- Contextual inquiry
- Running workshops
- Heuristic review
- Jobs to be done
- Tree test
- Card sorting
- Survey
- A/B testing
- Product usage analytics
- Usability testing
- Wireframing
- Prototyping

Career history

■ September 2024 until now **Lead UX Researcher**

NTT Data | Business Consultancy | Hybrid

● **HSBC:** Building and developing a UX Research department in collaboration with design leadership, establishing structures, processes, principles, and standards to integrate user research within the Business Banking design team.

Promoting best practices, building a UXR community and mentoring.

Defining research plans aligned to project goals and executing end-to-end user research activities (e.g., usability testing, interviews, data analysis, etc.), enabling data-driven decisions and influencing product and design strategy.

■ January 2023 to May 2024 **User Researcher consultant | freelance** (initial contract extended three times) via TPX Impact

Department of Business and Trade | The government | Remote

Leading the User Research for the Discovery and Alpha phases of a migration project. UX Strategy, planning and conducting user research (Interviews, surveys, workshops and contextual inquiries, tree testing, etc. ..). Delivering UR reports, user journeys, persona and user stories.

Presenting to large audiences. Coaching and mentoring.

Supporting informed-decisions and influencing the project strategy.

■ August to November 2022 **UX consultant | freelance** (3 month contract) via TPX Impact

MS Society. Charity | Remote

Led website optimisation: built new IA and taxonomy, ran UX research, and presented insights.

■ May to August 2022 **Senior UX Designer**

Lunio. Saas product provider | Remote

Building UX Strategy. Monitoring Sprint workshop, usability tests, collecting business requirements, wireframing, prototyping and presenting.

Experience

- Public and Private sector
- GDS
- Agile methodology
- B2B and B2C
- Softwares (inc. SaaS products), mobile apps, websites
- Migration project
- Information Architecture projects
- Strategic project
- MVP
- Product enhancement
- Various industries

Tools

- Jira
- Confluence
- Miro
- Mural
- Google suite
- Figma
- Sketch
- Axure RP
- Qualtrics
- Userlytics
- Optimal Workshop
- Lookback

Education

- BSc Degree in International Trade (2005 - France)
- Baccalaureat in Literature. (2001 - France)

Languages

- English | Fluent
- French | Fluent
- Spanish | Fluent
- Portuguese | Intermediate

Interests

- Pilates
- Nature
- Cooking
- Drama lessons

■ August 2020 to May 2022 **Senior Service Designer**

Unboxed. Tech agency | Remote

Promoting best practices. Supporting sales pitch. Contributing to shaping the UX Community. Mentoring.

- Content migration project consisting in building a new website for **Buckinghamshire Council**. Defining a UX Strategy, managing UX Research activities (quantitative & qualitative research) and designing (GDS Toolkit)
- Building a service and payment management software for **Hackney Council**. UX Strategy, business analysis, process optimisation and design

■ July 2019 to January 2020 **UX Designer consultant | freelance** (6 month contract)

Thomsons Online Benefits. SaaS product provider | Hybrid

Building a new product to respond to different market needs. Monitoring Sprint workshop and usability tests, collecting business requirements, mapping user flow, wireframing, prototyping and presenting. Documenting and analysing findings. Writing UX recommendations. Iterating.

■ March to July 2019 **User Researcher consultant | freelance** (4 month contract)

Conversocial. SaaS product provider | Hybrid

Supporting the Discovery phase of a project by conducting user interviews and contextual inquiries. Analysing findings. Synthesizing insights and prioritising. Writing UX recommendations based on the insights. Expert review and recommendations on a bot builder system for an AI project.

■ February 2019 **User Researcher consultant | freelance** (1 month contract) via MMT Digital.

NHS. Digital Agency | On site

Supporting the Discovery phase of a project by measuring user needs and pain points. Defining a UX Research plan and leading activities.

■ October 2018 to January 2019 **UX Designer consultant | freelance** (3 month contract)

Aviva. Insurance company | On site

Implementing a new online journey for existing customers in order to let them manage their pension money. Confirming business requirements, mapping user flow, wireframing and prototyping.

■ April to September 2018 **Senior UX Designer & Researcher | freelance** **EE (BT group).** Mobile and Broadband Provider | Hybrid

Heuristics. Process optimisation

■ September to December 2017 **UX Designer | freelance** (3 month contract)

PokerStars. Online Gaming – Poker, Casino and Sport | on site

Projects on Sign Up and Payment processes: wireframing and prototyping.

■ October 2016 to September 2017 - **UX Consultant**

Aiimi. Enterprise Information Management Company | Remote

- **Liberty Speciality Market** (Insurance): Building an Intranet.
- **Anglian Water** (Utility): Building mobile apps and desktop tools.

■ **Additional experience:**

Sales roles in Business Intelligence (2008–2014), supporting C-level executives across multiple sectors and managing major accounts including Airbus, Alstom, AXA, Sanofi and Orange.