

Sarah Morice

Lead User Researcher

I am passionate about developing thorough user research strategies and leading user research initiatives. With a wealth of experience in managing both qualitative and quantitative studies, I specialize in transforming findings into actionable insights, synthesizing information, and advocating for users.

Driven by curiosity and a knack for creative problem-solving, I have cultivated strong communication skills, beginning with active listening. I am confident in building alignment among team members, challenging conventional thinking, and thriving in dynamic environments.

My objective is to support informed decision-making, minimize rework through rapid iteration, and foster empathy for end-users.

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

Contact details

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[Linkedin](#)

Portfolio

www.sarahmorice.co.uk

Expertise

- UX Strategy
- UX Planning
- Establishing UX KPIs
- 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 User Researcher**

NTT Data | Business Consultancy | Hybrid

• **HSBC:** Leading User Research activities (Interview, workshop and usability tests) to improve the business banking experience. Supporting data driven decisions and influencing the project strategies. Collaborated with design leadership to define structures, processes, principles, and standards, to embed User Research within the business banking Design team.

■ 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. 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

Website optimisation project. Building a new IA, a new taxonomy, managing UX Research (Google Analytics, card sorting and workshops) and presenting.

■ 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.

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

Unboxed. Tech agency | Remote

Promoting user centered design and best practices. Supporting sales pitch. Mentoring.

• Content migration project consisting in building a new website for **Buckinghamshire Council**. Defining a UX Strategy, managing UX Research activities (quantitative & qualitative research), designing (GDS Toolkit) and prototyping. Iterating. Presenting.

• Building a service and payment management software for **Hackney Council**. Responsible for the UX Strategy, business analysis, process optimisation and Design

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)

Language

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

Interests

- Pilates
- Nature
- Cooking
- Drama lessons

■ 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. Monitoring interviews and defining user journeys.

■ 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:: mapping user-flows, wireframing, prototyping and presenting.

• January 2018 to March 2018 - Travelling

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

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

Projects concentrated on Sign Up and Payment processes : user flows, wireframing and prototyping.

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

Aiimi. Enterprise Information Management Company | Remote

- **Liberty Speciality Market** (Insurance): Building an Intranet. Card sorting, prototyping and testing.

- **Anglian Water** (Utility): Building mobile apps and desktop tool.

- **Marcura** (Shipping): Building a cloud-based collaboration tool (shipping industry)

• April 2015 to September 2016 - Getting UX educated, connecting with UX Designers and working on personal projects

• July 2014 to March 2015 - Travelling

■ March 2013 to June 2014 - **Sales Account Director**

CEB. (now GARTNER) Business Intelligence & Strategy Consulting | On site

Supporting C-Level executives in Communication, Sales, Marketing and Market Insight. Clients include Airbus, Alstom, AXA, Orange, etc. ..

■ June to November 2012 – **Senior Sales Account Manager** **WGSN, Part of Top Right Group** – Business Intelligence | On site

■ July 2008 to May 2012 - **Sales Account Manager**

Datamonitor Group, part of Informa Plc. – Business Intelligence | On site

Supporting C-Level executives across the pharmaceutical industry.