

Jameella Leadbitter

User Experience Researcher

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INTRODUCTION

Experienced User Experience Researcher with expertise in usability testing, user behaviour analysis, and conversion rate optimization. BA Hons in Psychosocial Studies and certified in User Experience Design and Research. Successful projects in usability testing, accessibility research, and competitor analysis. Improved service reach and advertising strategies through targeted campaigns and qualitative research.

SKILLS

User Experience Researcher with over three years of industry experience. Proficient in conducting usability testing, analysing user behaviour, and identifying pain points to improve conversion rates. BA Hons in Psychosocial Studies with Anglia Ruskin University and certified in User Experience Design and Research by Google via Coursera.

EXPERIENCE

UX Researcher Suljam Ltd via Verse Ltd - Jan 2022

- Collaborated closely with the UX lead designer to perform comprehensive usability testing of mobile and web platforms.
- Conducted time-on-task testing to evaluate user experience.
- Identified pain points and barriers to conversion and presented findings through competitor analysis and full audit reports.
- Ensured accessibility for users of assistive software.

UX Researcher Suljam Ltd via Blenheim Chalcot - Jun 2020

- Conducted user experience design research with a focus on accessibility for disabled users and those with limited access to technology.
- Performed application and browser usability testing, including testing on various browsers and devices.
- Assisted with testing of assistive software to ensure inclusivity.

UX Researcher Peterborough Citizens Advice - *Oct 2021 - Sep 2022*

- Participated in an ongoing project aimed at understanding why certain communities do not access digital services provided by the Citizens Advice Bureau.
- Developed and executed directed email campaigns in collaboration with community leaders.
- Organized and facilitated focus groups to gather qualitative data through user testing and surveys.
- Provided insights that enabled CA Peterborough to improve its service reach and advertising strategies.

EDUCATION

BA Hons in Psychosocial Studies Anglia Ruskin University, First Class Honors
September 2020 May 2023

Studied research methodologies, both quantitative and qualitative, along with the theoretical foundations of research. Explored the psychology of digital interaction and social aspects, including digital access inequalities.

Open University Diploma, Social Science July 2005

Enfield County School 1988-1994

A Levels:

- Government and Politics
- English Literature
- Sociology

GCSEs 9 grades A-C, including English Language and Mathematics.