

# 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 optimisation. BA Hons in Psychosocial Studies and certified in User Experience Design and Research. Successful projects in usability testing, prospect and low carbon energy concept testing in detailed consumer research, accessibility research, and competitor analysis. Improved service reach and advertising strategies through targeted campaigns and qualitative research. I also have a background in brand identity, logo design and market research.

## EXPERIENCE

### **UX Research/Market Research Freelance Position - Loyal Beagle Ltd** - *June 2024 - January 2025*

Building brand identity online, establishing a target market and user personas for this startup app development company. I work closely with the design, marketing and development team. Building a solid foundation of user understanding from conducting thorough quantitative and qualitative research, surveys, user interviews and live user testing.

### **UX Researcher Gengame Ltd / Chameleon Technology Ltd** - *July 2023 - May 2024*

Within a comprehensive UX team, I oversee the complete lifecycle of research projects. My responsibilities encompass designing research methodologies, participant recruitment, data collection, analysis, and the presentation of insights to stakeholders. I collaborate closely with project managers, application designers, and marketing professionals. Notably, I have spearheaded a research initiative on Alternative Energies Market prospects, culminating in a well-received presentation to The Department for Energy Security and Net Zero. This initiative was met with approval and has been approved for the next stage of the proposition.

## **UX Researcher Suljam Ltd, Clients among others, included :**

### **Verse Ltd** *Jan 2021- March 2021*

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.

### **Blenheim Chalcot** - *Jun 2020 - September 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.
- Organised 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 June 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.

Diploma Social Sciences - The Open University 2009

## **Volunteering**

- I am a STEM ambassador, regularly volunteering at events for the community in Peterborough.
- Code coach - I taught women to code in ruby on rails at Rails Girls London.
- In 2019 I co-organised and marketed a retro gaming event at Peterborough FC to raise money and awareness of men's struggles with mental health, donations were to the Mind charity.

