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| Lucy SharpUX Designer & Researcher**London**   | horizontal lineContactwww.lucysharp.com 07896031298 lucysharp6@gmail..com medium.com/@lucysharp6linkedin.com/in/lucysharp6 [@LucyRsharp1](https://twitter.com/LucyRsharp1) |
| **ㅡ****Skills**User InterviewsWireframingInformation ArchitectureSurvey scriptingPrototypingVisual DesignTechnical DrawingStoryboardingAgileSketch AppPhotoshopInvisionMarvelAxure | horizontal line**About Me**I have always been fascinated by human behaviour, which lead me to study Anthropology at UCL and then into a career of user research, where I assessed early stage ideas and advertising campaigns. As a UX designer I enjoy being involved in developing a product. I follow an iterative design process with the users at the heart in order to develop a solution that meets both the user and business needs.  |
| **ㅡ**EducationGeneral Assembly / User Experience Design ImmersiveSept 2016 - Nov 2016, LondonUCL / Anthropology 2.1 BSc.Sept 2007 - July 2010, London I gained experience in ethnographic research, statistics and Anthropology's role in Human centred design. I also took part in UCL’s business courses, including UCL Enterprise Bootcamp. **ㅡ**Interests**Silversmithing**I took evening courses at London Jewellery Workshop and dabbled in selling my products online.**Analogue Photography** I love the effects that you can get with different films and the unpredictable nature can be fun.**Travel**My most recent trip was 6 months in Brazil. My reasons for doing this were to improve my Portuguese language skills, to reconnect with my Brazilian heritage, to challenge myself with a different way of life and gain a fresh perspective | horizontal lineExperienceAKQA / Future Academy resident - UX DesignerJan 2017 - Present, LondonAn innovation lab of 12 people that are tasked with developing adaptive digital services and applications considering all user touchpoints for a variety of clients. Creating a seamless and impactful experience, whilst still delivering impressive returns for the client. Projects are under NDA so details are limited.**Projects:****Prestigious London Bank Client**A 1 week sprint, team of 3.We designed and developed a digital networking service to meet the needs of their HNWI customer base. Key activities: user research, ideation, prototyping, pitching**Leading automotive manufacturer**A 3 week sprint, team of 3.We designed a service to promote a sustainable future for Electric vehicles in London.Key activities: User research, Industry analysis, user mapping, service development, prototyping, pitching**Leading online retailer’s TV streaming offering**A 3 week sprint, team of 3.We designed an application that highlights the unique technical capabilities of the hardware and tapped into a new use case for the TV in the living roomKey activities: User research, Industry analysis, user mapping, product development, prototyping, business design, pitchingFixers / Freelance UX DesignerNov 2016 - Dec 2016, LondonFixers is a personalised marketplace for discovering and booking extraordinary holidays**Project:**A 2 week sprint, team of 2.We designed a landing page waiting list to generate hype and sign ups for their new website launch. Key activities; business analysis, user research, ideation, content production, prototyping and testing.General Assembly / User Experience Design ImmersiveSept 2016 - Nov Sept, London10 week immersive course which taught me the UX design process from start to finish by doing. **Projects:****GoodGym**A 2 week design sprint in a team of 3. I acted as Team facilitator.I re-designed the landing page in order to improve sign-up conversion and decrease bounce rate. I incorporated an onboarding system to guide new users to running events, driving engagement and increasing likelihood of sign ups going on to become active members.Key activities: user research, content prioritisation, prototyping, visual design and testing **Netflix Original Content**A 2 week design sprint in a team of 3.I designed an accompaniment app to increase social activity and delight around Netflix Original Content. It used video capabilities to deliver a unique and compelling solution to facilitate existing social interactions around Netflix discovered in research.Key activities: user research and feature prioritisation, prototyping and extensive testing.**Debenhams Microsite** A 2 week design sprint, team of 1.I designed a decorating and planning microsite for Debenhams. It allowed users to create and share their own room design to facilitate planning projects with more than one person involved.Key activities: user research, Storyboarding, IA, prototyping and testing.**Performer App** A 1 week design sprint, team of 1An app that connects musicians with suitable venues to perform. It allows musicians to browse through venues and see other musician’s preferences. Key activities: user research, storyboarding, prototyping and extensive  **BrainJuicer** / Freelance Research ManagerJuly 2016 - Sept 2016, HamburgResponsibilities:* Analyse client early stage product ideas
* Write client reports.
* Manage the launch of client brand tracker across 6 markets.

Future Thinking / Freelance Research ManagerApr 2016 - June 2016, LondonResponsibilities:* Work closely with TfL to implement and optimise portals.
* Co-ordinate off-shore development team to implement changes

BrainJuicer / Senior Research AssociateMay 2014 - Sept 2015, LondonResponsibilities:* Design and implement research fieldwork
* Brand workshops
* Project management

Kantar Worldpanel /Category ManagerMar 2011 - May 2014, LondonResponsibilities:* Coordinate and manage client relationships - Nestle, P&G
* Pitch ad-hoc capabilities
* Data analysis, quantitative purchasing data with qualitative insight
* Data visualisation
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