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| Lucy Sharp  UX Designer & Researcher  **London** | horizontal line Contactwww.lucysharp.com 07896031298 [lucysharp6@gmail..com](about:blank) medium.com/@lucysharp6  linkedin.com/in/lucysharp6 [@LucyRsharp1](https://twitter.com/LucyRsharp1) |
| **ㅡ** **Skills** User Interviews  Wireframing  Information Architecture  Survey scripting  Prototyping  Visual Design  Technical Drawing  Storyboarding  Agile  Sketch App  Photoshop  Invision  Marvel  Axure | 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 line ExperienceAKQA / Future Academy resident - UX DesignerJan 2017 - Present, London An 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 room  Key activities: User research, Industry analysis, user mapping, product development, prototyping, business design, pitching Fixers / Freelance UX DesignerNov 2016 - Dec 2016, London Fixers 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, London 10 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 1  An 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 Manager July 2016 - Sept 2016, Hamburg Responsibilities:   * 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, London Responsibilities:   * 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, London Responsibilities:   * Design and implement research fieldwork * Brand workshops * Project management  Kantar Worldpanel /Category ManagerMar 2011 - May 2014, London Responsibilities:   * 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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