

# KIRA DHALIWAL

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I am currently working as a Senior UX researcher with a background in UX design and service design. My work experience includes working on government, charity, and media projects. I have worked with the MoJ, DfE, NAO, and Citizen's Advice. I am looking for a new role which will allow me to lead on UX research working on different types of projects.

## SKILLS

- Leading and conducting UX research individually and in teams
- Conducting qualitative research - user interviews, usability tests, journey mapping workshops
- Conducting quantitative research - surveys, A/B testing, unmoderated testing
- Using analytics tools - Google analytics, Hotjar, MixPanel
- Conducting desk research - analysis, accessibility auditing
- Building service maps, user journeys, wireframes and prototypes
- Workshop facilitation
- Working on projects in discovery, alpha, private beta, public beta and live
- Planning research and creating research roadmaps
- Documenting research findings through decks and research reports
- Presenting research findings to product teams, C-level, stakeholders and senior civil servants
- Using research findings and evidence influence change at systemic levels
- Conducting inclusive recruitment and research for users with accessibility needs
- Working in Agile, Scrum, Kanban and Lean
- Working with GDS guidelines
- B2B and B2C experience
- Mentoring junior team members
- Recruiting other UX researchers to teams

## UX RELATED EMPLOYMENT HISTORY

### **March 2021- Present- Senior User Researcher (dxw)**

Leading UX research on government, charity and third sector projects including working with the DfE, MoJ, NAO and Citizen's Advice. Working in an agile way on discovery, alpha and beta projects, they included replacing legacy systems, replacing paper processes and redesigning websites. Research tasks included: facilitating workshops, stakeholder engagement, planning research, defining research goals, conducting qual and quant research, recruiting users, synthesizing research findings, sharing research findings and creating research outputs like research roadmaps, research plans, living decks, and research reports. I also worked closely with service, interaction and content designers to iterate on designs and understand the user experience, creating outputs together including service maps, journey maps and living decks.

**Oct 2020- March 2021- UX Designer and Researcher (Undercurrent News)**

Leading UX in a small online media company going through the scale-up growth process, including implementing a Lean and Agile approach to user centric design and research. I worked on several projects including a website redesign, where I conducted desk, quantitative and analytical research to steer direction for the design. Tasks included: competitive analysis, accessibility audit, running SME workshops, creating wireframes and user journeys and redesigning the website architecture. Other projects included an analytics research project with an aim to increase subscription uptake; and launching a new product in which we digitised a physical product.

**Sept-Oct 2020- UX Designer (Bezzi)**

Working alongside another UX Designer for a startup project. I facilitated Lean UX workshops for the product team. I also created user needs, journey maps and feature hypotheses for the product.

**July-Sept 2020- UX Researcher (CtrlPixel)**

Leading UX Research on a startup project, a Punjabi translator app. I facilitated inception meetings with stakeholders, to understand research goals. Main research tasks included: conducting user interviews, creating user personas, creating user needs and pain points, and creating the user journey for the app.

**Jan 2020- UXD work experience (News UK)**

Shadowing UX and UI designers across different media outlets including The Sun, The Times, Wireless and TalkSport. I assisted the Wireless team creating user flows and journeys for the TalkSport app. I also learned how product teams worked together in an agile way, created user stories for tickets and shadowed others in the product team, like the PM and BA.

OTHER EMPLOYMENT HISTORY**July-Nov 2018, July 2019- Team Mentor (NCS The Challenge)**

Looking after a group of 16-17 yr olds through their NCS experience; guiding them through their social action project and running workshops for them to learn vital skills in running a project, communication skills, public speaking and working as a team. One of the teams raised over £400 for their charity through sponsored activities.

**Feb 2017- May 2017- ICS Volunteer (VSO Cambodia)**

Working on a livelihoods project that helped young people in the local area get into work or in university to improve upon their skills. I led a team of British and Cambodian volunteers where we lived and worked in a village near Battambang. We ran workshops for fellow volunteers or local people about international issues and livelihood opportunities, and achieved 4 people in local apprenticeships and 3 people applying for university to study agriculture.

EDUCATION AND QUALIFICATIONS**2013-2015 Elthorne Park Sixth Form**

BTEC Level 3 Extended Diploma in Art and Design with Photography- D\*D\*D

AS English Literature- A

AS Psychology- A

**2008-2013 Elthorne Park High School**

13 GCSEs including 1 at A\* grade, 11 at B grade (including English and Maths)