

OLUWATOMISIN O. ABIONA

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Summary

- 6+ years of experience conducting impactful qualitative and quantitative research for startups, scaleups and mature organisations leading to incremental volumes of over \$10 billion.
- Collected and analysed qualitative data using mixed methods in emerging and mature markets including surveys, interviews, focus groups and usability testing.
- Spearheaded process improvements of research democratisation and experience listening metrics that increased embedded teams' delivery speeds by over 30%.

Experience

Design Researcher

April 2021 - Present

Wise, London

- Led multiple rounds of exploratory research with customers looking to send large amounts that contributed to an incremental volume of £155 million (+371%) in one quarter.
- Planned and executed usability testing sessions, identifying critical usability issues and driving design improvements on core products to grow new customer volumes.
- Collaborated with cross-functional teams to develop research roadmaps and upskill teams on user centered principles that increased the speed of delivery by 30%.
- Spearheaded research redesigning support surveys sent to customers after interactions with agents that increased reporting efficiency by 50%.

User Experience Researcher

September 2019 - March 2021

Dext, London

- Owned the end to end research process delivering insights to embedded teams by utilising qualitative and quantitative methodology.
- Integrated research in service delivery for redesign projects of mobile and web pages that led to a 50% decrease in time to value for new users.
- Analysed customer behaviour to create persona and segments that informed long term feature roadmaps.
- Developed early careers company talent mentorship and training programmes that contributed to an increase in retention of young talent in the organisation.

Customer Experience Researcher

April 2019 - August 2019

Ipsos Mori, London

- Synthesised monthly customer metrics for clients; Google and EE utilising IBM SPSS and communicated insights to senior leadership teams.

Human Factors Researcher

July 2018 - April 2019

Bentley Motors, Crewe

- Synthesised usability trials focused on the ergonomics of new car interiors and HMI interface during the pre development cycle utilising statistical tool, SPSS.

Education

MSc Social and Cultural Psychology

September 2021 - March 2024

London School of Economics and Political Science, London.

- Relevant modules: Contemporary Social and Cultural Psychology, Political psychology, Social psychology of economic life, Quantitative research methods, Qualitative Research methods.
- Dissertation topic: The effect of place in evoking collective memories.

MEng Mechanical Engineering with Design

September 2014- October 2018

Imperial College London, London.

- Relevant modules: Visual Culture, Knowledge and Power, Mathematics, Statistics, Design, Art and Creativity (DAC), Design New Venture Creation and Enterprise (DNVC).
- Dissertation topic: Redesigning the e-commerce shopping experience through incorporating a virtual fit assistant.

Skills

- Qualitative methodologies: Usability testing, Interviews, Focus groups, Workshops, Observational studies, Contextual inquiry, Diary studies, Heuristic Evaluations
- Quantitative methodologies: Surveys, Card Sorts, Benchmarking, Data analysis, Customer Segmentation, Hypothesis Testing, Sampling A/B Testing, Statistical analysis
- Tools: Nvivo, Looker, Mixpanel, R, SurveyMonkey, Optimal workshop, Jira, Google Analytics, Usertesting.com
- Certifications & Events: Nielsen Norman Group UX Certification, Speaker at BlackTechFest 2023, Panelist at Brainstation Starting and Building a Career in UX