



Zohrane Dyer

UX/UX Consultant

As a seasoned UX Specialist with **4 years of experience**, I excel in scoping and executing customer research to identify pain points and user needs. Proficient in Figma, Anana, Miro, and Jaira, I **manage design processes from concept to delivery**, integrating seamlessly into diverse team dynamics. My commitment to **leveraging research, data, and team knowledge** ensures high-quality designs and informed decisions.

Contact

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Expertise

- Information Architecture
- Prototyping
- Usability Testing
- User Research
- Wireframing
- Journey Mapping & User Flows
- Cross-Functional Collaboration

Education

2015 - 2019

Communication Design - BA, Hons

Robert Gordon University

Language

English

Experience

January 2020- March 2024

UX Connections | London

UX Consultant

- Collaborated with cross-functional teams to conduct user research and gather feedback, synthesising insights to inform product design decisions.
- Leveraged creativity and attention to detail to refine visual designs and enhance the overall user experience, increasing user engagement and satisfaction.
- Scoping out projects' timescales, necessary work, and resources while demonstrating effective time management, organisation, and strategic planning.

Nov 2021 - March 2024

RAPP | Kyowa Kirin

Senior-Mid UX Designer Specialist

- **Successful launch of 28** patient and Healthcare professional support sites across Europe and the Middle East.
- Consulted the UX approach and oversight for the strategic process.
- **Collaborating with an agile development team**, contributing to backlog refinement and sprint planning.
- Conducted and ensured that the **usability audit aligned with WCAG 2.1 guidelines**, provided visuals, and ensured that necessary changes were implemented.
- **Managed and upheld the design system** for patient websites at KKI, introducing the KANSO Digital Design System for streamlined website creation.

Jun 2023 - Jul 2023

Greater London Authority

Senior-Mid UX Designer

- As the sole consultant, I conducted **11 usability tests** on the Talk London civic discussion platform.
- Analyzed usability data and provided detailed reports on Talk London member challenges. Offered design recommendations **illustrated with wireframes and prototypes** to enhance user engagement by improving forum access and participation.
- **Platform engagement has increased by 12%** following the implementation of new features, with ongoing A/B testing for further enhancement.

Jan 2021 - Aug 2021

Coin Rivet

Mid-UX Designer

- As the overseer of Coin Rivet's MVP app component library, I was responsible for upholding consistent UX materials throughout iterative phases. I **collaborated closely with the product team** to ensure all design documentation is clear and up-to-date.
- To elevate Coin Rivet's aesthetics and align with branding goals, I **collaborated with the product team** to modernise the UI and curate dark mode assets, filling gaps in the design system for a **cohesive customer experience**.
- Created and launched a beginner-friendly crypto app for Coin Rivet, **earning a 5-star rating on the App Stores**.

● Feb 2022

RAPP | IKEA

UX Designer

- Formulated a lean UX approach to rapidly create and learn, focusing on delivering **quick wins in the IKEA Family web journey through usability testing.**
- Defined research scope using **Google Analytics** and prepared usability test transcripts and prototypes.
- Presented qualitative themes and actionable insights, along with **annotated wireframes**, after **conducting 8 usability sessions within 15 days.**

● Nov 2020 - Dec 2020

Imagination | Qatar World Cup

UX Researcher

- The research project involves **conducting customer research for immersive activations** in the Middle East, which supported the design concepts for an interactive experience.
- **Recruiting participants** worldwide to get a diverse range of insights **by targeted Facebook ads.**
- Analysed the findings into insights and **customer journey maps**, which inform the **experience strategy.**

● Apr 2020 - May 2020

Vodafone

UX Designer

- Worked to redesign the sales portal to allow Vodafone employees to access sales and marketing material easily. The work includes **transforming the Vodafone Business Playbook into a set of digital requirements** and determining the gap between the current systems and the Playbook content.
- Implementing a straightforward search and browse navigation to help users find up-to-date information and guide them to suitable materials.
- Creating deliverables includes a **site map**, feature matrix, **key user journeys**, and **wireframes for desktop and mobile.**

○ Jan 2020 - Nov 2020

Hoist Group

UX Designer & Researcher

- I spearheaded the transition of the 'Host 360' property management system from desktop to cloud-based software, driving a holistic redesign.
- This involved conducting extensive **B2B customer research**, defining hotel requirements, and **leading feature workshops.**
- **Working with product and technical teams to establish business and user-led requirements.**
- Based on **12 interviews and 156 surveys** conducted across Europe, **developed 5 personas** highlighting user interactions with guests, communication tools used, and attitudes to **inform the digital strategy of the redesign.**
- Created **responsive navigation**, user interface designs, **user flows**, **site maps**, and **dashboards.**

Reference

Sophie Curzon

Senior UX designer, Wisetech Global

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