

# Zohrane Dyer

**CONTACT INFORMATION**  
UX Consultant / Zohrane Dyer  
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I come from a background in interface design, user research, and delivering digital solutions for clients.

With over four years of experience, I've collaborated with clients across diverse sectors, including healthcare, financial services, telecoms, and entertainment. I've had the privilege of working with major brands such as Vodafone, Hoist Group, and IKEA, as well as agencies like RAPP and Imagination.

I lead teams through the UX process, from research to solution development, always prioritising innovation, business and customer needs by data-driven decisions for optimal design outcomes.

## SKILLS

- **Project & Stakeholder management**

Ability to integrate well with existing teams and adept at delivering UX documentation that facilitates team alignment and exceeds stakeholder expectations. Clear communication and logical organisation are central to my approach.

- **Research**

Fully experienced in UX Research, from test design and recruitment, through to conducting interviews, focus groups, usability tests, analysing and delivering actionable design opportunities, and

- **UX Design**

Bringing research insights into design, proficient in wireframing with Figma. Skilled in developing site maps, user journeys, and detailed wireframes.

- **Human Factors Design**

Passionate about psychology, I leverage deep insights into human behaviour to create highly empathetic designs. Skilled in environmental and cognitive ergonomics, I specialise in developing user-centred products that resonate with people.

## KEY PROJECTS

Nov 2021 to Present

### **RAPP // Senior UX Designer**

#### **Project description**

Lead UX designer redesigning the 'Hub' for pharmaceutical company Kyowa Kirin and providing ongoing support. The Hub offers resources and materials on treatments and drugs for healthcare professionals.

#### **Main responsibilities**

- Provide approach and oversight for the strategic process.
- UX deliverables include wireframes, customer journeys, design system components, and UI screens.
- Collaborating with an agile development team, contributing to backlog refinement and sprint planning.



## KEY PROJECTS

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Jun 2023 - Jul 2023

### Greater London Authority // Sole UX Consultant

#### Project description

As the sole consultant, I conducted usability testing on the Talk London civic discussion platform. The objective was to enhance user engagement by optimising the journey from email to discussion forum and identifying strategies to boost participation.

#### Main responsibilities

- Synthesised usability session findings and provided detailed reports, highlighting issues faced by underrepresented users.
- Formulated design recommendations and proposed solutions to improve user engagement and streamline the platform.

Jan 2021 - Aug 2021

### Coin Rivet // UX Designer

#### Project description

I aided in the UX/UI and component library development for the Coin Rivet MVP app, catering to novice cryptocurrency investors.

#### Main responsibilities

- Scoping, leading and delivering innovative features.
- Collaborating with developers to ensure the design is implemented accurately and efficiently.

Apr 2020 - May 2020

### Vodafone // UX Designer

#### Project description

Worked to redesign the sales portal to allow Vodafone employees to access sales and marketing material easily. The work include transforming the Vodafone Business Playbook into a set of digital requirements and determining the gap between the current systems and the Playbook content.

#### Main responsibilities

- Implementing a straightforward search and browse navigation to help users find up-to-date information and guide them to suitable materials.
- Creating deliverables include site map, feature matrix, key user journeys and wireframes.

Jan 2020 - Nov 2020

### Hoist Group // UX Consultant

#### Project description

UX Consultant supporting B2B research for a hotel management software product, involving oversight of qualitative and quantitative studies to inform product opportunities, including stakeholder interviews, surveys, customer interviews, personas and analysis.

#### Main responsibilities

- Defining UX Research strategy and supporting with research implementation and delivery.
- Working with product and technical teams to establish business and user-led requirements.



## EDUCATION

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2015 - 2019

### Bachelor's Degree Honours, Communication Design 2:1

#### Robert Gordon University

Overview of course: Engage in project-based research, experimentation, and critical thinking to solve visual problems with sophisticated approaches. Employ advanced research methods and visual problem-solving techniques to address complex challenges within project contexts.