

## Contact

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Sydney

## Expertise

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

## Education

Communication Design - BA, Hons  
Robert Gordon University

# Zohrane Dyer

## Senior UX/UI Consultant

I have 4 years of experience as a seasoned UX Specialist. I specialise in **optimising designs through comprehensive customer research** to meet user needs throughout the **end-to-end product development process**. My expertise lies in guiding projects from **initial research to final implementation**, delivering high-quality products that resonate with users.

## Experience

### UX Consultant | January 2020- March 2024

UX Connections | London

### Senior UX Specialist | 2023 - 2024

RAPP

- Oversaw the redesigned website for a **£3.74 billion subscription platform**, using **Google Analytics** for user interaction analysis and **usability testing** to identify issues.
- Employed **phased wireframing** to mitigate risks and **facilitate A/B testing**, optimizing pages for improved decision-making in customer journeys.

### Senior UX Specialist | Jun 2023 - Jul 2023

RAPP | Kyowa Kirin | Redesign Website & Design System

- **Redesigned content strategy and information architecture**, optimising navigation for **28 patient and healthcare professional support sites** across Europe and the Middle East.
- Collaborated with agile teams to ensure compliance with **WCAG 2.1 guidelines** in usability audits and managed the **KANSO Digital Design System** for patient websites at KKI.

### Senior UX Specialist | 2021 - 2024

Greater London Authority | Usability Testing

- I conducted **11 usability tests** on the Talk London civic discussion platform, focusing on improving member engagement.
- I provided detailed reports on member challenges, and there are **visualised design recommendations**. After implementing new features, **platform engagement increased by 12%**. Ongoing A/B testing is being carried out.

### Senior UX Specialist | Feb 2022

RAPP | IKEA | Usability Testing

- Crafted a streamlined **UX strategy to optimise the IKEA Family membership** signposting and sign-up form on the UK website, emphasising rapid iteration and learning through usability testing.
- **Utilised Google Analytics to define research scope** and create usability test materials, including transcripts and prototypes.
- Presented **qualitative insights and actionable recommendations** alongside **annotated wireframes** following 8 usability sessions conducted within a tight 15-day timeframe.

## ● UX Specialist | Jan 2021 - Aug 2021

Coin Rivet | Cryptocurrency App

- Led **feature prioritisation** and **design sprint planning** to optimise the launch of a **cryptocurrency trading app**, facilitating workshops and collaborating with developers.
- Conducted **competitive analysis** and **UX audits** and crafted wireframes and prototypes to enhance user experience.

## ● UX Specialist | Apr 2020 - May 2020

Vodafone | Sales Portal Redesign

- I **redesigned the sales portal for Vodafone**, ensuring easy access to sales and marketing materials. Tasks involved converting the **Vodafone Business Playbook** into digital requirements and bridging gaps between existing systems and playbook content.
- Implemented **intuitive search and browse navigation** for streamlined user access. Deliverables included site maps, key user flows, and responsive wireframes.

## ○ UX Specialist | Jan 2020 - Nov 2020

Hoist Group | Software Redesign

- I spearheaded the transition of the 'Host 360' **property management system** from desktop to cloud-based software. This involved conducting comprehensive **B2B customer research**, defining hotel requirements, and **facilitating feature workshops**. Drawing from insights gathered through **12 interviews** and **156 surveys across Europe**, I **developed 5 personas** to guide the digital strategy of the redesign.
- **Designed scalable modules** to accommodate a range of hotel types, with a primary focus on **responsive designs** to enable hoteliers to work on the move and streamline tasks between departments based on research findings.