

# Pauline Frances

## Senior UX, CX, Market Researcher (mixed-methods)

paulinefrancesk@gmail.com

+49 (0) 151 20739037

www.paulinefrances.com

IE citizen | EN & DE speaker

### EXPERIENCE

#### Senior UX, CX, & Market Researcher

Freelance

2013 – present

- Leading and conducting exploratory and evaluative research that results in product development process re-alignment, design changes, and content development, ultimately optimising user and consumer experience while maximising commercial returns.
- Key Clients: e-commerce, automotive, and digital publishers.
- Impact: guided the re-design of the **Land Rover** SUV configurator for optimal UX and maximum conversion to sale; identified the optimal car search options for the **PistonHeads** app based on user preference and commercial return; identified and prioritised how to enhance UX on the **Zalando** marketplace platform.

#### Digital Project Manager

Paramount, Berlin

2019 – 2020 (1 yr, 1 mth)

- Managed and innovated on the data analyses of entertainment apps and social media accounts to better understand how users navigate the ecosystem to find desired content and encounter pain points, ultimately enhancing UX while increasing audience and advertising sales.
- As a member of product management teams, led the integration of advertising industry analytics code and user tracking permissions into new apps with the dual purpose of UX optimisation and advertisement sales generation.

#### UX, CX, & Market Research Manager (North & Central Europe)

Paramount, Berlin

2014 – 2019 (5 yrs, 3 mths)

- Directed the research roadmap, budget, and execution of qualitative and quantitative research projects for Comedy Central, Nickelodeon, and MTV digital products and linear TV services across North and Central Europe.
- Research projects optimised UX across the ecosystem (native app, web app, social media, and TV) through: creating personas to generate empathy for users; identifying crucial journey pain points to improve functionality; bringing more delight via user-guided content, marketing, and merchandise decisions.

#### Head of Research & Analytics (UK & Ireland)

Penguin Random House, London

2008 – 2013 (4 yrs, 8 mths)

- Visionary team lead and evangelist for user- and consumer-centric thinking.
- Directed and conducted exploratory research that guided the re-design of **penguin.co.uk**, involving web analytics, ethnographic research, user interviews and survey, persona generation and journey pain point identification.
- Led a team who innovated on book sales and purchaser behavioural analysis that optimised the path from product creation to discovery and purchase, both stimulating and meeting consumer needs and ultimately increasing revenue.

#### UX, CX, Market Research Manager (entry level with two promotions)

Ipsos/Kantar (formerly TNS), Dublin & London

2004 – 2008 (3 yrs, 11 mths)

- Established a solid foundation in research methods, roadmapping, project and account management across the product life cycle in the corporate sector.

### SKILLS

#### Qualitative Research

User Interviews

Usability Tests

Stakeholder Workshops

Ethnographic Studies

among other methods...

#### Quantitative Research

Online Surveys

Web Analytics

Preference Tests

among other methods...

#### UX Design

Workshop Moderation

Personas

User Journey Maps

User Flows

Site Mapping

Wireframing

Prototyping

Design Language System

### KEY TOOLS

#### Research

Alchemer

Optimal Sort

Qualtrics

UsabilityHub

Usertesting.com

#### Design

Balsamiq / Figma

Marvel / Miro / Mural

### EDUCATION

#### UX Bootcamp

CareerFoundry

2021 (6 mths, 950 hrs)

#### MSc Psychology

Manchester Metropolitan

University

2019-2022