

Giles M Anderson Ph.D.

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Personal statement

I want to help people by making systems easier and more enjoyable to use. My approach is centred on the user and informed by data. Working in cross-functional, agile environments, I gather a well-rounded understanding of people's behaviour. I then use my problem-solving skills, knowledge of design, and experience of usability testing to work with the team to create, iteratively test, and improve the system we are working on.

Employment

04/2021-present	User Researcher, Giles Anderson Consulting Ltd Consulting on research project with the University of Birmingham and charity Street Soccer.
10/2020-04/2021	User Researcher, Gambling Commission Work in a cross-functional team to improve the usability and accessibility of the website of the Government's gambling regulator.
01/2020-03/2020	User Researcher, Education and Skills Funding Agency Worked in a cross-functional, agile team alongside interested stakeholders to improve how learning providers use Government funding systems. Contract ended due to the pandemic.
01/2019-01/2020	User Researcher, Citizens Advice As part of a cross-functional team, planned and led research to understand how a complex user base used the internal case management system, and informed design solutions before iteratively testing the improvements with users.
01/2017-01/2019	User Experience Researcher & Designer, Packt Publishing At Packt, which publishes online learning resources for coders, I introduced research methods and user-centric practices to improve how users accessed our subscription and ecommerce sites, and app.
03/2016-01/2017	UX Consultant, Your Mum consultancy Analysed and interpret qualitative and quantitative data to aid the understanding of user behaviour and motivation.
04/2012-06/2015	Lecturer & Research Fellow, Oxford Brookes University

Education

10/2005-09/2009	Ph.D.: Cognitive psychology , University of Birmingham
10/2004-09/2005	Masters of Research: Cognition and Neuroscience , University of Birmingham
10/2002-07/2004	Conversion Diploma in Psychology , London Metropolitan University

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Skills

	Example of my experience	Project
Ethnographic observation	Visited local offices to observe workarounds used to book appointments with clients.	Casebook case-management system , Citizens Advice
User interviews	Discussed with subscribers the subscription fitted in to their day-to-day learning.	Subscription service , Packt
Survey design	Created a large-scale survey to investigate how people in the network booked appointments with clients.	Casebook case-management system , Citizens Advice
Personas	Created personas from a combination of quantitative and qualitative data.	Subscription service , Packt
Creating prototypes	Created Balsamiq and Axure prototypes of the site to test with users.	Transactional site , Packt
Remote usability testing	Remotely tested an improvement to the calendar with users across the network.	Casebook case-management system , Citizens Advice
Face-to-face usability testing	Investigated whether people working in higher education can use an alpha prototype to complete key tasks.	Find a learning Aim , Education Skills Funding Agency
Analysing quantitative data	Identified patterns within large-scale survey and e-commerce data.	Subscription service , Packt
Analysing qualitative data	Ran affinity mapping sessions on the findings from remote usability testing of the alpha microsite.	Reduce Gambling Harms microsite , The Gambling Commission
Card sorting	Ran and analysed card sorting sessions to determine ideal content categories for the new design.	Transactional site , Packt
Sharing results with stakeholders	Outlined the results of testing the new design of the Reduce Gambling Harms microsite to the business.	Reduce Gambling Harms microsite , The Gambling Commission

Software

Prototyping	Axure, Balsamiq
Analytic tools	Hotjar, Mouseflow, Lookback, Google Analytics