Chinonso Ogbuagu Ph.D.

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PERSONAL PROFILE:

An experienced User Researcher with a robust environmental science background, a PhD, and a proven track record in academic and applied research settings. Adept at employing qualitative and quantitative research methodologies to understand user behaviors and needs, informing the design of user-centered solutions. Skilled in conducting user interviews, usability testing, and data analysis, with a keen ability to translate complex data into actionable insights. Collaborated with product management and dev teams to produce informed design suggestions and generate 99.5% user satisfaction scores. Passionate about leveraging research to drive impactful environmental and safety initiatives.

AREAS OF EXPERTISE:

- Qualitative & Qualitative Researching
- Government Digital Service (GDS)
- Usability Testing & Market Analysis
- Research Planning And Design
- Survey Design
- Moderating Research Sessions
- Remote And In-Person Research
- Project Management, MS Project
- Full SDLC Experience – Agile & Waterfall
- Stakeholder Management

- Data Analysis, Modelling, Mining & Analytics
- Graphic & Web Design
- Agile Methodology & Scrum
- UX Project Lifecycle
- UI Design & Sketch
- Google Analytics, Hotjar, Mock Flow
- Design Thinking & Prototyping
- MS Word, Excel, PowerPoint, Outlook, Access
- Jira, Confluence, SharePoint, Zoom, MS Teams

PROFESSIONAL EXPERIENCE:

Employer:	**JobRedy Inc.**
Dates:	**Mar 2024 – Present**
Job Title:	**User Experience (UX) Researcher**
Project Title/ Description:	**Website ReDesign:** Enhancement of JobRedy's website design to improve performance and increase revenue. This helped to improve the navigation and overall layout of their website for an improved customer experience.

Responsibilities:
- Delivered over 100 research activities such as desirability testing, in-person and remote usability studies and lit reviews; provided critical customer insights and actionable recommendations to design, engineering and business teams
- Derived key insights and identified areas that needed improvement; directly informed business requirements and improved end-to-end user experience for over 80 designs.
- Created visual design prototypes, designed icons, and developed solutions for a new navigation system, resulting in a 10% increase in user satisfaction.
- Implemented methodical and organized research approach by translating business problems and breaking down complex product/areas into manageable components that allowed research projects to be structured and focused across multiple verticals
- Obtained user data with analytics reporting, task analysis, and participatory design techniques and leveraged that data to create iterative improvements, increasing user satisfaction by 20%.

- Planned and conducted site visits, remote and in person interviews, participatory design sessions and surveys to inform our customer journey and foundational persona research for national and international small, medium, large and enterprise business customers
- Actively evangelized customer obsession by engaging and collaborating with members of cross disciplinary teams; planned and ran a "get out of the office and get to know your customer" program to get business stakeholders to meet their business customers
- Created interactive designs for complex web applications by way of page/user flow diagrams, site maps, and interactive wireframes.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes.
- Carried out user research through targeted interviews and extensive usability testing before and after redesign.

Employer:	**Environment Agency**
Dates:	**January 2023 - Present**
Job Title:	**User Experience Researcher**
Project Title/Description:	**Project 1: Environmental Data Monitoring System (Government Digital Service).** To develop and enhance a digital platform for monitoring and reporting environmental data
	Project 2: Mobile Application for Environmental Reporting. To create a mobile application that allows citizens and field workers to report environmental incidents and data in real-time.

Responsibilities:
- Successfully identified key usability issues in the agency's environmental monitoring tools, leading to a 25% increase in user efficiency.
- Supported traditional research activities such as running remote, in-house, and in-field contextual studies, conducting user interviews, and utilizing other research methodologies (as appropriate).
- Published a detailed report on stakeholder needs that informed the development of new digital services, enhancing stakeholder engagement by 30%.
- Conducted comprehensive user research studies to understand the needs and behaviors of environmental policy stakeholders.
- Designed and executed usability tests for digital tools used in environmental monitoring and reporting.
- Analyzed qualitative and quantitative data to provide actionable insights for improving user experience.
- Managed and led all aspects of remote and lab-based user research and usability evaluations on a variety of different types of websites, web-based, mobile and tablet applications including educational, transactional and social
- Planned and conducted user research including user interviews, field studies, usability testing, information architecture, surveys, customer support channels, etc.
- Helped UX design team to create, evaluate, and iterate rapid UI prototypes to support key design decisions early and often throughout the design process.

Employer:	**University of Reading, UK**
Dates:	**January 2018 – December 2022**
Job Title:	**User Researcher**
Project Title/Description:	**Project 1: Online Learning Management System (LMS) Enhancement.** To improve the usability and accessibility of the university's online LMS used by students and faculty.
	Project 2: User-Centered Design in Educational Tools. To explore the application of user-centred design principles in developing educational tools for environmental science.

Responsibilities:
- Improved the usability of an educational platform by 40% through targeted user research and iterative testing.
- Conducted comprehensive user research studies to understand the needs and behaviors of environmental policy stakeholders.

- Authored a research paper on user-centered design in educational tools, presented at an international conference.
- Led user research initiatives for various academic projects focusing on environmental sustainability.
- Collaborated with cross-functional teams to integrate user feedback into the design of educational tools and resources.
- Conducted in-depth interviews and focus groups with students and faculty to gather user insights.
- Designed and executed usability tests for digital tools used in environmental monitoring and reporting.
- Analyzed qualitative and quantitative data to provide actionable insights for improving user experience.

Employer:	**PerSafe UK**
Dates:	**January 2017 – December 2017**
Job Title:	**User Researcher**
Project Title/Description:	**Project 1: Safety Incident Reporting System**. To design and implement a digital system for reporting and managing workplace safety incidents.
	Project 2: Safety Training Program Development. To develop an effective safety training program based on user research insights.

Responsibilities:
- Implemented user-driven changes to the Safety Incident Reporting System, resulting in a 20% reduction in workplace accidents.
- Conducted a large-scale user study that led to developing a new safety training program, improving user satisfaction by 35%.
- Managed user research projects aimed at enhancing safety protocols and systems in various industrial settings.
- Utilized mixed methods research to gather user feedback on safety equipment and protocols.
- Designed and facilitated usability testing sessions with industrial workers.
- Conducted field observations to understand real-world usage and challenges.
- Synthesized research findings to recommend improvements to product designs and safety procedures.

Employer:	**Abia State University**
Dates:	**October 2011 – December 2016**
Job Title:	**Researcher**

Responsibilities:
- Design and implement research projects related to the field of expertise, ensuring alignment with the university's research objectives and standards.
- Utilize various research methodologies to collect data, including surveys, experiments, interviews, and fieldwork. Analyze data using appropriate statistical tools and software.
- Prepare and publish research findings in peer-reviewed journals, conferences, and other academic platforms. Ensure that research is disseminated effectively to the academic community and beyond.
- Identify funding opportunities and prepare grant proposals to secure research funding from internal and external sources. Manage grant budgets and ensure compliance with funding requirements.

EDUCATIONAL BACKGROUND:

- **Ph.D. University Of Reading, UK** **(2022)**

- **M.Sc. University Of Reading, UK** **(2016)**

- **B.Sc. Abia State University, Nigeria** **(2011)**