

Janine Galloway | User Research Leader

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OVERVIEW

- Experienced Research Leader, in a range of industries including public sector, not for profit, media/publishing, technology, finance/insurance creating people-centred, efficient & delightful experiences in both B2B and B2C
- Experienced working on complex and large programmes of work across six Government Departments and private sector working on ministerial priorities, transformation programmes and internal and customer facing services
- Experienced in building and scaling user research practices and setting research strategy and roadmaps that align to business OKRs
- Experienced in helping stakeholders and teams adopt a UCD approach by aligning UCD and UR plans with objectives
- Highly collaborative with multi-disciplinary teams in fast paced agile environments conducting user research throughout the design life-cycle as part of a user-centred design process
- Experienced in mixed method, quant / at scale research and the triangulation of qual and quant data
- Lead the user research on 15 services across all design phases including discovery, alpha, beta and live service
- Experienced in applying behavioural psychology to digital journeys and conducting strategic user research to inform business and product decision making
- Practiced in coaching and mentoring teams and in establishing standards and best practice for research democratisation (public sector and corporate organisations)
- Experienced in driving good practice and ethical research across teams through encouraging and reviewing adherence to GDS, MRS, WCAG, IG and GDPR standards
- Experienced in GOV.UK and GDS Service Standard

RESEARCH SKILLS

agile/lean UR • data analytics • communication and storytelling • design thinking • contextual inquiry • ethnography • card sorting • moderated and unmoderated user testing • persona creation • journey mapping • participatory design • depth interviewing • heuristic review • survey design • card sorting • diary studies • focus groups • discovery research

EXPERIENCE

HEAD OF USER RESEARCH (INTERIM)

Defra | September 2023 - Date | Contract

- Leading a community of practice for 80 user researchers working on services across air quality, flood, waste, farming, trade, natural environment and plant and bee health
- Line management of 8 Lead User Researchers
- Development of a UR strategy aligned with the Defra Future Strategy, research maturity model and delivering a roadmap for the profession
- Building user research capability across the department
- Managing the research operations team, delivering participant recruitment and knowledge management support
- Working alongside our team of digital Heads of Profession, reporting directly to C-Level leadership across a range of performance and transformation goals
- User research assessor, assessing Defra services against the GDS Service Standard
- Supporting the promotion of the Defra brand and employee proposition; raising the profile of the community of practice across Defra, the wider Civil Service and beyond
- Ensuring standards are understood and applied, and support profession leads in driving continuous improvement across Defra
- Defined and embedding performance metrics and KPIs for the profession and ensure they are effectively embedded within Defra teams
- Proactively building close relationships with Defra senior leaders and their teams to understand the needs and challenges and be able to identify areas of community-related interventions and collaboration
- Providing consulting where professional expertise is required, including support for programmes and areas where there are delivery issues
- Representing the UR community at governance, spending control assurance and project shaping

LEAD USER RESEARCHER

Defra | September 2022 - September 2023 | Contract

- Providing cover for HoUR currently returning on phased return from maternity leave
- Managing 3 Lead User Researchers and 10 contractors, including objective setting and performance management
- Overseeing UR in the Natural England portfolio of work and working strategically with their virtual team
- Providing leadership and expert guidance to user researchers on user research plans and research activities that are aligned with project / programme objectives and priorities
- Representing the UR community at governance, spending control assurance and project shaping meetings to ensure effective resourcing
- Leading on effective resourcing and recruitment for user research to service teams
- Ensure that teams take a user-centred, evidence based approach to service design and delivery
- Quality assuring on all research outputs created across the teams
- Work collaboratively with the UCD Leadership team to support teams, address resourcing needs and maintain consistent standards

USER RESEARCH MANAGER

Onfido | March 2022 - September 2022 | Maternity Contract

- Created a vision and strategy for user research at Onfido ensuring alignment with the product vision
- Defined a global research roadmap aligned with product and business OKRs to define user research activity
- Scaled and matured the user research practice, ensuring URs were embedded within domain areas
- Managed, mentored and coached a team of 7 internationally distributed and remote user researchers (junior to senior level)
- Defined guidelines and standards of best practice to ensure consistency and assured the quality of research
- Coached, advocated and inspired senior leaders and stakeholders around user research

PRINCIPAL DESIGN RESEARCHER

Nationwide Building Society | November 2021 - March 2022

- Nurtured relationships with product, delivery and tech to prioritise & shape the programme research backlog, create research plans and resource researchers to teams
- Assured the quality of design research and standards across the programme
- Created and managed a design research practice implementing community meet-ups, research crits and peer review process
- Embedded design research into agile product delivery teams

SENIOR USER RESEARCHER

OVO Energy | December 2020 - November 2021

- Set research strategy and research roadmap for the Customer Excellence team
- Conducted generative and evaluative user research
- Ensured research was inclusive and accessible to ensure WCAG compliance

SENIOR USER RESEARCHER

Government Digital Service (GDS) | August 2019 - October 2020 | Contract

- Leading the research to support iterative improvement on GOV.UK Brexit Service carrying out both lab and remote lean UX testing
- Developed hypotheses framework to understand user behaviour working with Performance Analyst and carrying out user research and A/B testing to prove or disprove hypotheses
- Created a research and testing roadmap to support iterative testing to support and apply behavioural nudges to increase user engagement

SENIOR USER RESEARCHER

Citizens Advice | June 2019 - August 2019 | Contract

- Generative research to develop a service helping Citizens apply for Universal Credit
- Mentoring and coaching a junior user researcher

USER EXPERIENCE RESEARCH CONSULTANT

RS Components | April 2019 - June 2019 | Contract

- Discovery research to support a strategic transformation programme

SENIOR USER RESEARCHER

Department for Work & Pensions (DWP) | April 2018 - June 2019 | Contract

- Designed ethnographic discovery research to understand the needs for a digital service for National Insurance Number Applications
- Helped team prepare to move from Discovery into Alpha
- Coached the team around user research and agile ways of working
- Created a discovery research plan including observations, pop-up, contextual interviewing and call listening ensuring research was inclusive

USER RESEARCH LEAD

HM Courts & Tribunals Service (HMCTS) | February 2018 - April 2018 | Contract

- Delivered a user research plan and strategy assessing “as is” and pain points, 12 weeks, 6 sprints, agile ceremonies and delivery outcomes
- Led a team of 4 UX researchers, defined the problem statements, the research methods, developed personas, recruited participants, delivered experience journey and empathy maps
- Led the biweekly Show & Tell ceremonies, sharing findings, communicating themes to help the team and wider organisation develop a deep understanding of users and their needs

SENIOR USER RESEARCHER

Government Digital Service (GDS) | February 2017 - January 2018 | Contract

- Discovery research which delivered a cross-government cloud based printing service
- Research to improve the user experience for GovWifi and supporting the service move from Alpha to Public Beta

USER RESEARCH LEAD

Department for International Trade (DIT) | July 2016 - February 2017 | Contract

- Led the user research programme managing 3 other user researchers in the team to ensure that user needs were understood and fed into potential solutions
- Led and designed discovery research which helped deliver a technology transformation for a new Government Department
- Created user needs library and insights repository, user personas and journey maps to create empathy for the user and highlight pain points and opportunities to progress into Alpha

LEAD UX RESEARCHER

Which? | April 2016 - July 2016 | Contract

- Evaluative research across three different digital services

USER RESEARCHER

Valuations Office Agency (VOA) | November 2015 - March 2016 | Contract

- Planning and conducting user research in the Discovery to propose a digital product for all customer contact, identifying end-user needs
- Working in an agile environment as part of multi-disciplined scrum team
- Collating findings into accessible formats where key messages are easily accessible
- Presenting findings and related design/business recommendations and customer insights to senior decision makers
- Promoting user centred design principles and best practice within government
- Conducting research with to test concept developments (including user requirements gathering and early stage concept and prototype testing, guerrilla research, and other approaches to ensuring the user need is fully understood in the service design)

USER RESEARCH MANAGER

Christian Aid | July 2015 - November 2015 | Maternity Cover Contract

- Led, designed and execute all user research activities including exploratory research, iterative usability testing sessions and post product release tracking to focus the design and development of the Christian Aid website on user needs
- Conducted a wide range of user research and usability testing to inform and improve product design for the Christian Aid website from developing user recruitment briefs through to test moderation, analysis and report writing
- Commissioned and managed third party agencies for user research and usability testing
- Working as part of a multi-disciplined agile scrum team to design a user-centric website
- Conducted in-house persona development research for the website
- Socialised research findings across the organisation via show & tells, research kanban boards, slide decks
- Developed workshops and training courses for user research capability building

SENIOR SOCIAL RESEARCHER

Department for Energy & Climate Change (DECC) | Aug 2014 - June 2015 | Contract

- Leading on scoping, commissioning and managing a qualitative research project to investigate the social issues underlying barriers to the uptake of recoverable heat
- Working with policy partners, analytical colleagues, and stakeholders in key policy areas to define and prioritise the organisations social research evidence needs and ensure delivery of evidence that is responsive to changing customer needs
- Developing research questions and designing appropriate methodologies to answer them
- Commissioning research and contractor management

MARKET & CUSTOMER INSIGHT MANAGER

Allianz | May 2014 - August 2014 | Contract

- Managed research programmes of qualitative and quantitative research to support the business and ensure customer focused delivery and enable representation of the customer in all commercial decision-making
- Produced actionable insight within reports for senior management and trading areas
- Stakeholder management across the business, scoping research requirements and ensuring outputs of insight are embedded within the respective business areas and insights are appropriately shared
- Managed NPS tracking programmes and reporting results to senior management
- Provided ongoing tracking of market and consumer trends

RESEARCH CONSULTANT

CIMA | April 2014 | Contract

SENIOR RESEARCH OFFICER / RESEARCH & CONSULTATION ANALYST

London Borough of Newham | May 2009 - December 2013 |

London Borough of Lambeth | August 2008 - May 2008 | Contract

- Line management of researchers, assuring standards, appropriate performance management delivery of objectives and professional development
- Led on research for policy development and service planning, identifying research, consultation and engagement activities to support effective policy and planning
- Lead Researcher on the CX Team for delivering the Customer Access Improvement Programme by understanding core user journeys by conducting research with vulnerable and hard to reach audiences

MARKET RESEARCH MANAGER

Wolters Kluwer UK | June 2001 - February 2008

- Designed, managed and executed all customer research projects (ad-hoc, qualitative and quantitative)
- Acted as a champion of the customer within the context of decisions made by internal stakeholders helping determine future direction of customer requirements as their business, roles and competitive landscapes develop or change
- Delivered of new and innovative research methodologies including needs analysis, concept testing, usability testing, cancellation research, issue understanding work to ensure the needs of NPD and Market Development managers are met
- Planned, developed, and delivered of a yearly research programme and managed the annual research budget of £300,000
- Developed and maintained best practice for all research activity and advise on the use of research to other teams where appropriate ensuring that ethical research requirements are met and that all research methodology is robust, efficient and cost-effective
- Managed relationships with external and internal suppliers and agencies
- Designed questionnaire and undertook data analysis using SNAP and SPSS software

Key Achievements

- Worked with design and product development teams to carry out user testing of online platforms to migrate the core organisations product from hard-copy to web-based products and to drive digital audience and revenue growth. This included carrying out ethnographic research, in-depth interviews, expert reviews and user testing

VOLUNTARY WORK

Lead User Researcher

Free UK Genealogy | May 2023 - Date

- Embedding user research and design thinking into the organisation and leading on a discovery research

HEAD OF INSIGHTS

now-u | February 2021 - January 2023

- Establish and grow the UR and data analytics capability to inform design

MENTOR

Pink Dynasty | January 2021 - December 2021

- Providing empathetic mentoring, careers guidance and coaching

SOFTWARE & WORKFLOW SKILLS

- **Workflow Management:** Agile, Kanban, Asana, Trello, Jira and Confluence
- **Research:** Lookback, NVivo, Qualtrics, Survey Monkey, Userzoom, SmartSurvey, Optimal Workshop, Dovetail
- **Productivity:** G-suite, Office 365
- **Collaboration:** Slack, MS Teams

EDUCATION

- **Science of Behaviour Change Certificate | MRS**
- **CPD Advanced Diploma in Life Coaching Level 5**
- **Scrum Agile Master Certified (SCAM)**
- **CIM Diploma | Brooklands College**
- **BA Business & Psychology | Brunel University**
- **HND Business & Finance | Guildford College of Higher & Further Education**
- **National Diploma in Business & Finance | Nescot**

PROFESSIONAL MEMBERSHIPS

- Market Research Society
- UXPA
- CIM