



ANNA BLEAKLEY

User Researcher

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—ABOUT ME

A UX researcher with 3 years experience conducting and managing research for ecommerce brands. I have a strong passion for human centered design & take pride in getting common sense right.

—EXPERIENCE

PhD Student

University College Dublin. | 9 months

- Taught and graded students for the following modules: Project Management, User-Centered Design, Informational Architecture, Research Methods
- Conducted qualitative and quantitative analysis
- Planned and conducted research for multiparty meeting environments in VR

Experiment Manager

adidas B.V. | 6 months

- Managed the development of A/B tests
- Analyzed user behavior to build experiment hypotheses
- Managed the QA process for the launch of A/B tests

User Experience Researcher/Designer

adidas B.V. | 1 year

- Conducted moderated user interviews
- Designed research proposals for user testing
- Designed wireframes and customer journeys

Digital Showroom Coordinator

PVH Corp. | 10 months

- Moderated focus groups
- Reported on user and content analytics
- Conducted user acceptance testing

User Experience Researcher

MediaLab Amsterdam | 6 months

- Created surveys & conducted interviews
- Tested the user flow & created wireframes
- Researched sustainability & virtual communities

—SKILLS

INTERVIEWING	
SURVEYS	
A/B TESTING	
DATA ANALYTICS	
SCRUM	
UX DESIGN	
EXPERT EVALUATION	
PROJECT MANAGEMENT	

—EDUCATION

PhD Information & Communication Studies

University College Dublin | In Progress

M.A. New Media & Digital Culture

Utrecht University | 2017

B.A. International Relations, minors in Media Communications & Psychology

Webster University | 2015

—LANGUAGES

ENGLISH - ADVANCED

THAI - ADVANCED

GERMAN - INTERMEDIATE

DUTCH - INTERMEDIATE