DAVID RANDALL

SENIOR USER EXPERIENCE RESEARCHER

SUMMARY

15+ years of experience delivering impactful research across finance, tech, automotive and academia. Known for leading mixed-methods studies that drive measurable product change, mentoring future researchers, and establishing research practices that scale.

Experience at both the Lead and Senior level.

EXPERIENCE

• Hargreaves Lansdown

Senior User Experience Researcher | March 2023 - *Present*

Bristol, UK (Remote)

- Conducted formative and generative research that informed onboarding redesigns, resulting in an award-winning journey with higher conversion
- Led iterative research on a new navigation experience that met client needs while aligning with senior leadership priorities - resulting in increased traffic to key products and improved client comprehension.
- Developed new ResearchOps processes, leveraging automation to reduce time spent on repetitive, non-research tasks by over 25%.
- Mentored and supported colleagues to grow their skills, particularly with tooling and ReOps - including line managing a graduate through their rotation in the team.

• BCA Marketplace

Lead User Experience Researcher | April 2021 - March 2023

Northampton, UK (Remote)

- Led end-to-end research with automotive B2B customers, uncovering behavioural insights that shaped product strategy.
- Delivered research insights that directly informed the design of a new online auction platform and search functionality - driving a 15% increase in bidding activity and reducing search time by 20%.
- Built a scalable research function from the ground up: onboarded new research tools, built a participant panel, developed stakeholder education sessions on research value, brought on and managed a junior researcher.
- Led the development and rollout of a self-serve usability testing programme for designers - providing coaching, toolkits, and structured support - which increased research output by nearly 40%.

• Barclays

Senior Design Researcher | June 2018 - April 2021

Northampton, UK

- Led formative and generative research with B2C and B2B customers across retail banking, investments, payments, and partner finance - uncovering user needs and shaping product direction.
- Managed research operations across GDPR compliance, data governance and participant recruitment, streamlining foundational processes and increasing research efficiency by 10%.
- Led the transition to a fully remote research function during COVID - mentoring researchers on remote methods and tools, reducing throughput time by an additional 15% and increasing research output by 25%.
- Mentored and line managed successive research apprentices, and initiated the successful application to host the team's first summer intern - demonstrating the value the internship could bring to the department.

CONTACT

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SKILLS

Research Methods Usability testing • Personas • Card sorting • Survey design • Ethnography • Data analysis • Heuristic evaluation • Contextual inquiry • Cognitive walkthrough • A/B testing • Guerrilla testing • Diary studies • Jobs To Be Done

Software Userzoom • UserTesting • Lookback • Qualtrics • SurveyMonkey • Atlas.Ti • Adobe Suite • Figma • Microsoft Office • MacOS • HTML • Autodesk Fusion

EDUCATION

University of Washington
Seattle, WA, USA
2011 - 2023

Ph.D Information Science	2023
MS Information Science *3.89 GPA*	2014

London School of Economics & Political Science
London, UK
2009 - 2010

MSc Analysis, Design & Management of Information Systems
Distinction

University of Hertfordshire
Hatfield, UK
2004 - 2008

BSc Computing with a year in North America
First Class

Google (YouTube)

User Experience Researcher Intern | Summer 2016

San Bruno, CA, USA

- Created a library of research activities for employees to deploy at large community and creator events. Allowing researchers to easily conduct large studies while enabling staff to understand customer needs.
- Independently ran a high-impact internal project to measure impact of changing key UI elements of the site. This was subsequently passed up to c-suite level and influenced key business decisions.
- Designed novel approaches, including sketching techniques, to elicit user feedback.

Amazon (Amazon Web Services)

User Experience Researcher Intern | Summer 2015

Seattle, WA, USA

- Independently designed & conducted three usability studies over 12 weeks and created detailed research reports with actionable feedback.
- Created a new tool for the research team to import issues from research reports and enter them into a customised central issue tracking system.

University of Washington

Graduate Teaching Assistant | Sep. 2011 - Jun. 2018

Graduate Research Assistant | Dec. 2013 - Jun. 2015

Seattle, WA, USA

- Qualitative research resulting in original, published, peer-reviewed research.
- Teaching undergraduate and graduate level user centred design classes

TNT Express ICS

Service Assurance Analyst | Nov. 2008 - Sep. 2009

Atherstone, UK

- Monitored and administered company's software testing environments. Managed company's Disaster Recovery (DR) and Business Continuity efforts.

SELECTED PUBLICATIONS

Full list available at: https://bit.ly/2TbHAOs

- **Randall, D. P.**, (2023). Investigating the Impact of Offline Interactions on Members of Online Communities (Doctoral dissertation).

  Randall, D. P., Paine, D., & Lee, C. P. (2018). Educational Outreach & Stakeholder Role Evolution in a Cyberinfrastructure Project. IEEE 14th International Conference on e-Science (e-Science) (pp. 201-211).

  Evans, S., Davis, K., Evans, A., Campbell, J., **Randall, D.P.**, Yin, K., & Aragon, C (2017) More Than Peer Production: Fanfiction Communities as Sites of Distributed Mentoring Communities Proceedings of the 20th ACM Conference on Computer Supported Cooperative Work & Social Computing. ACM, 2017

  Davis, K., **Randall, D.P.**, Ambrose, A., & Orand, M. (2015). "I was bullied too": Stories of bullying and coping in an online community. Information, Communication, and Society 18.08

  Randall, D.P., Diamant, E.I., Lee, C.P. (2015) Creating Sustainable Cyberinfrastructures Proceedings of the 33rd annual ACM conference on Human Factors in Computing Systems. ACM, 2015.

  Newell, B.C. & **Randall, D. P.** (2013). Video Surveillance in Public Libraries: a Case of Unintended Consequences? Proceedings of the 46th Annual Hawaii International Conference on System Sciences (HICSS).

  Randall, D.P. (2011). Ten Red Balloons: Virtual Teams and Online Communities – a Test of Media Synchronicity Theory. iSChannel, 6(2), pp. 13-21.

CONTACT

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AWARDS

iFellows Doctoral Fellow   2016
Andrew W. Melon Foundation

Fellow   2013
Royal Society of Arts

Graduate Fellowship   2011
University of Washington

Fulbright Scholar   2011
United States Dept. of State

CERTIFICATIONS

Member
Market Research Society

Foundation Certificate in User Experience   2019
BCS - Chartered Institute for IT

Member
Association of Computing Machinery