

Frances Eida-Miles

SENIOR UX RESEARCH MANAGER & STRATEGIST

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PROFESSIONAL SUMMARY

17 years leading global UX Research and building capabilities in high-profile organisations

- Over a decade of leading vision and delivery of global teams in fast-paced tech environments.
- Proven record of driving user-centric strategies that result in measurable business growth.
- Skilled in cross-team collaboration to enable timely, quality, and measurable insights.
- Passionate about qualitative and quantitative best practices to ensure experiences are inclusive and business-aligned experiences.

CORE COMPETENCIES

- Customer Journey Optimisation
- Strategic Vision & Execution
- Qualitative & Quantitative methods
- Cross-team collaboration
- Team Development & Mentorship
- Data-Driven Decision Making
- Product Design Literacy
- Consumer Research
- Business Growth & Efficiency

PROFESSIONAL EXPERIENCE

Customer Experience Officer | **Noc™** | London | July 2023 - present

- Facilitating the addition of UX research practice retrospectively into a start-up organisation.
- Successfully presenting evidence to investors and prospects with varying neurodiversity needs.

Senior Manager | **Christie's** | London | July 2022 - July 2023

- Led UX operational initiatives resulting in new efficiencies whilst embedding new UX Research capability.
- Fostered trust to gain traction and introduce new UX capability/process into a traditional marketing culture.
- Enhanced production processes through excellent communication and stakeholder engagement.
- Partnered with product, design, and stakeholders to deliver user-centric solutions aligning with business needs.

UX Manager | **Ernst & Young (EY)** | London | Aug 2019 - May 2021

- Established a UX capability that brought measurable improvements to the product, driving business growth.
- Built a solid collaborative network within a Big-4 start-up, bridging skill gaps amongst product owners.
- Primary research and robust KPIs met business objectives, ensuring data-driven decision-making.

Lead UX Consultant | **Inviqa (formerly Webcredible)** | London | May 2017 - July 2019

- Delivered influential global qualitative research on time and within budget, impacting critical product decisions.
- Designed/scripted questionnaires for clients such as Cambridge University, ensuring high-quality data collection.
- Managed project scope, team coordination, and budget allocation effectively, optimising research processes.

Lead UX Consultant | **Nomensa** | London/Bristol | Sept 2015 - May 2017

- Managed sensitive government [*customer journey*] project and led a team in specialised participant recruitment involving participants with cognitive and physical impairments, ensuring inclusive research practices.
- Led a team to deliver projects that were compliant with strict GDS standards, maintaining high research quality.
- Conducted research to optimise Sky Academy studio, contributing to impactful educational projects.

Lead UX Designer | AnalogFolk | London | April 2014 - Sept 2015

- Elevated UX research internally, leading to a significant increase in client applications at HSBC.
- Conducted family-based interviews involving child participants, ensuring ethical and effective research practices.

UX Designer | Whitbread Hub Hotels | London | Jan 2014 - April 2014 | Contract

- Pre-launched a compact city hotel room app to enhance user experience, integrating user insights into design.
- Conducted human factors research for hotel room and reception design, improving overall guest experience.

Senior UX Designer / Lead User Researcher | Farfetch | London & Porto | Sept 2013 - Dec 2013 | Contract

- Built stakeholder partnerships and facilitated UX adoption into agile practices, enhancing team collaboration.
- Designed an app to streamline the Personal Stylist workflow, improving operational efficiency.

UX Designer | AKQA | May 2013 - Sept 2013 | Contract

- Designed wireframes & personas for the NIKE Women's Training App, contributing to a successful product launch.
- Conducted family holiday research for TUI, providing valuable insights for product development.

UX Designer | Fluent Interaction | Jan 2013 - May 2013 | Contract

- Migrated desktop content to mobile through research-led solutions, enhancing user accessibility.
- Facilitated workshops for the Department of Education, driving stakeholder engagement and alignment.

UX Designer / Lead User Researcher | IG Group | Feb 2009 - Dec 2012

- Managed Res Ops, inc. participant recruitment & international audits, ensuring comprehensive data collection.
- Led agile scrum teams and facilitated retrospectives, promoting continuous improvement.

UX Designer | Yahoo! | London | Nov 2007 - Dec 2008

- Supported user research and content internationalisation, aligning with global user needs.
- Initiated alignment with marketing segments and personas, improving targeted user engagement.

CAREER CHANGE *after 10 years in Motion Design & Direction*

09/1996 - 11/2007 | ITV, BBC, Channel 4, Disney [.3D studio & title design](#)

EDUCATION

09/91 - 07/1996 | **Royal College of Art / Ravensbourne University / NSCAD** BA (Hons) Visual Comm Design **2:1**

09/92 - 07/1993 | **UCA University for the Creative Arts** | Art and Design Foundation Studies: **Distinction**

09/85 - 07/1992 | Surrey | **Coloma Convent Girls School:** 9 x GCSEs A-C | 3 x A-Levels

ACHIEVEMENTS & SKILLS

- **Mentor:** [SEEDS Scheme](#): Enterprise skills for neurodivergent students: [SmartFutures](#) 16-18-ysr
- **Coach:** [Flat Iron UX school, New York](#): UX Portfolio & interview preparation.
- **Trainer/Speaker:** [UX London Redux](#), [UX Healthcare EU](#), [GeekGirl@Shoreditch House](#).
- **Expert level:** Stakeholder & People Management, Product Innovation, Regulatory-bound research.

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PROFESSIONAL FEEDBACK: Further referrals are available on request.

"An asset to Christie's Digital. Her *customer journey strategy*] persona/client journeys are critical for change." **Global Head Design, Christie's**

"Frances' work set up our team to make years of informed decisions at Capital One. Her journeys helped us have a baseline understanding of the [client behaviour] ecosystem we were slotting into for each new project and streamlined processes greatly."
Snr Product Specialist, CapitalOne