

RESHMA PANCHOLI

USER EXPERIENCE DESIGNER

OCTOBER 2022

UX DESIGN



BY RESHMA



October, 2022

Dear Hiring Manager

Thank you for taking a moment to review my profile and CV.

I'm a User Experience Designer based in St Albans, Hertfordshire and I thrive delivering value through the application of user-centred design within organisations driven by purpose.

At present, I am a UX Consultant TPX Impact where I have been fortunate to partner with, and contribute to, public sector and not-for profit causes.

Within the last 12 months

- I led the **end-to-end design process** for FIND's new digital experience – A global non-profit organisation delivering scientific innovations and access to healthcare for low and middle-income countries
- I successfully delivered **service design blueprints** and a working prototype for the alpha-phase of a DHSC NHS project automating hospital fault reporting – which progressed to beta.
- I showcased discovery phase **data-driven insights and recommendations** from surveys, interviews and usability testing for Westminster City Council's website improvement initiative.

I am now looking to transition from a role within an agency environment to an in-house position where I can build lasting, positive relationships and evolve with an organisation as it delivers impact for the greater good.

I would welcome the opportunity to discuss the role and how I may be able to help drive transformation that matters.

Sincerely,

Reshma Pancholi



Profile

I am curious by nature and I'm passionate about healthcare, wellbeing and environmental sustainability.

I thrive delivering value through the application of user-centred design within organisations driven by purpose.

Experience

Sep 2021 –
Current
TPX Impact,
London

User Experience Consultant

Current and recent Agile-led UX activities for public sector and non-profit clients, namely NHS, DHSC, Westminster City Council and FIND include;

- Qualitative and quantitative research; from desk immersion and site-data analysis to the design of surveys/questionnaires and, the facilitation of workshops and usability testing.
- Delivery of deep-dive audience review workshops helping to inform proto-personas, customer journey maps, user stories and jobs to be done.
- Presenting recommendations based on synthesis of research and data-driven insights.
- Redesign of site information architecture to improve findability and site structure by collaborating with stakeholders and iterating feedback from card sorting and tree-testing exercises.
- Developing taxonomy and defining meta data fields to enable search and filtering.
- Sketching and wireframing of mobile apps, website pages and components ready for client review and feedback, from low to high-fidelity, using Figma).
- Delivering 'to be' service design maps and a Figma prototype for GDS review.

Dec 2019 –
Mar 2021
Design by Resh,
St Albans

User Experience Consultant

Primarily serving clients in healthcare and wellbeing. Key projects include

- Service design and launch of new website for a fully remote and fully digital family mediation service. (The business is currently short-listed as Midlands entrepreneurial business of the year).

May 2019 – Mar
2021
Palladium
Digital, London

Associate Consultant

Supporting a new conglomerate of accountancy firms.

- Delivering business model canvas, 'as is' and 'to be' target operating model recommendations.

Sep 2018 –
May 2019
South America
and Asia

Sabbatical

Slow travel, world-schooling children aged 5 and 7.



Aug 2017 -
Aug 2018
Unilever,
London

Global Data-Driven Marketing Lead

Helping Unilever to grow '1 billion 1 to 1 relationships'.

- Embedding data-driven strategy across global hair-category brands.
- Leading restructure of information architecture for allthingshair.com.

Oct 2015 -
Aug 2017
Promedica,
London

UK Digital Marketing Manager

A VC-led organisation, reporting to the Chief Marketing Officer.

- Setting marketing strategy, managing a team and creative, PR, Social and Digital agencies.

Apr 2015 -
Sep 2015
Creation Agency,
Milton Keynes

Social and Digital Strategist

Managing a team, executing UK marketing strategy for UK IBM Manages Serve Providers (MSPs) and Software As A Service (SAAS) products.

Sep 2009 -
Mar 2015
Opticall Health,
London

Product Design Lead

Spearheading product design for a fully mobile healthcare service providing services to elderly and housebound communities across the home counties.

Sep 2003 -
Aug 2009
Allianz, JP Morgan,
Barings - London

Marketing Executive | Marketing Manager

Supporting the delivery of fund promotion marketing and events, in line with compliance and financial services authority (FSA) regulations.

Education

2018
Glasgow
Caledonian

Professional diploma, UX Design

2014
Google
Certified

Professional diploma, Digital Marketing

1998 - 2002
Leeds,
Beckett Park

2.1, BSc (Hons) Computer Science

Skills

UX Design - Workshop facilitation, data analysis, recruitment and user testing and research, information architecture, wireframing, design systems, prototyping, presenting.

Tools - Figma, Miro, GA, HotJar, LookBack, Dovetail, Optimal Workshop, Storybook, Wordpress, JIRA.

Interests

Psychology and human behaviour. Yoga, arts and heritage. Travel and sustainability. Learning and reflection. Technology, AI and innovation. Festival goer, happy camper and wannabe DJ. Public speaker/volunteer since 2019.