

# CASSANDRA CARDIFF

[www.cassandracardiff.com](http://www.cassandracardiff.com)

## ABOUT ME

I'm a user experience researcher with an academic background in social anthropology.

My approach integrates both qualitative and quantitative, subjective and physiological + traditional and emerging methodologies.

## EDUCATION

### UX Design Institute

*Professional Diploma in UX, 2019*

Projects undertaken in:

- User research and goals
- Structure and navigation
- Design principles and patterns
- Interaction design
- Wireframing and prototyping

### University of Oxford

*MPhil Development Studies, 2014 to 2016*

Courses taken include:

- Qualitative and quantitative research
- Social anthropology
- Statistics

### Dalhousie University

*BA (Hons) Development and Social Anthropology, 2009 to 2013*

First class combined honours, 3.99 GPA

## CONTACT

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## RESEARCH & DESIGN EXPERIENCE

### Experience Research Lead

*Pomegranate (UK), 2020 - Present*

Lead digital experience research in the Emotional Ignition lab; work with CEO, machine learning engineer and behavioural scientist to develop, promote and sell research packages; manage Emotional Ignition lab projects; scope and craft digital experience research strategy; synthesize findings and deliver actionable insights.

### UX Researcher and Design Consultant

*Pomegranate (UK), 2020*

Scope and craft research strategy; engage clients and stakeholders; synthesize findings and deliver actionable insights; develop sketches and concepts; create and design wireframes; collaborate with UI and engineering teams

### UX Researcher and Designer

*Young Enterprise (UK), 2019*

Conducted research through usability tests and interviews; designed and iterated workflows and interfaces; prototyped a more approachable and recognizable marketplace software for YE Marketplace consumers and retailers.

### Ethnographic Researcher

*University of Oxford (UK & India), 2015 to 2016*

Conducted semi-structured interviews; coded interview data using TAMSAlyzer; analysed data; summarised findings in Master's thesis.

### Research Coordinator

*OxPolicy (UK), 2015 to 2016*

Managed a team of researchers conducting both secondary and primary research; chaired regular meetings; set goals and ensured targets were met; facilitated communications between the research team and external partners.

### Research Assistant

*Sukhibhava (India), 2015*

Conducted surveys and structured interviews with women in resource-poor areas; analysed data; produced marketing and training materials based upon research findings; assisted in the training of local micro-entrepreneurs.

### Research Assistant

*ORCA Foundation (South Africa), 2010 to 2012*

Assisted researchers in conducting cetacean population surveys and measuring the growth of rescued sea turtles; summarised findings in publicly published reports.

## OTHER WORK EXPERIENCE

### Oxfordshire Area Manager

*Young Enterprise (UK), 2017 to 2019*

Recruited, trained and supported volunteer business advisers and board members; marketed and sold Young Enterprise programmes; built and managed client relationships; delivered programmes; fundraised; managed KPIs and local contracts.

## SKILLS

- Qualitative research
- Participant observation
- Interviews
- Survey design
- Data coding
- Data analysis
- Prototyping
- Wireframing
- Figma
- Google Analytics
- Hotjar
- HTML and CSS