

Tom Harding

UX Research Consultant

I am a user research specialist with 5+ years agency experience across the public and private sector, delivering large-scale programmes of research for NHS Improvement, NHS Test and Trace, UKRI, FCA, Dyson, Virgin Media Ireland, UWE, The Insolvency Service, nPower and many more. With a background in Experimental Psychology, I deliver mixed-method research techniques in fast-paced, complex agile environments.

EXPERIENCE

Career break, Travel

Oct. 2022 - Sept. 2023

In 2023 I fulfilled a long-held ambition of solo travelling across Latin America. In this time I completed a two-month intensive Spanish language course in Mexico city. I also joined a dance school for seven weeks in Cali, Colombia - the home of salsa. I still can't dance.

Nomensa, Strategic UX design agency

Sept. 2017 - Sept. 2022

Principal UX Consultant

Sept. 2021 - Sept. 2022

NHS Improvement: Lead User Researcher

I led a focused 12-week [research programme](#) across discovery and alpha, validating user needs for a range of health care professionals on FutureNHS. Through iterative, user-centred design, I was able to deliver a set of solutions (evidenced by over 50 research interviews, usability and accessibility testing) that enabled FutureNHS to successfully progress to Beta.

NHS Test and Trace: Lead User Researcher

Over nine months, I built an [agile user research framework](#) from scratch in a new team, delivering rapid and actionable insights while working against shifting user behaviour and government policies. From scoping, planning and execution through to analysis and reporting, I ran over 120 qualitative research sessions (including participants with access needs).

Virgin Media Ireland: Lead Information Architect

Over six weeks, I [streamlined Virgin Media Ireland's](#) IA and navigation. The discovery included a content audit, analytics and competitor review. I led two co-design stakeholder workshops with teams from across the business, followed by concept development and a tree testing survey with over 500 participants. You can now see my work on the live website.

University of the West of England: Lead UX Consultant

UWE had no researchers in their team. I helped build core research capability through a structured 12-week [training programme](#). The training included introductory modules on UCD, planning, facilitating and analysing research, and were run alongside a real research project.

The Insolvency Service: Senior User Researcher

Working in a multidisciplinary agile team, I created a research strategy and plan for redesigning the Individual Insolvency Register to follow the GOV service standard. I conducted stakeholder and SME interviews, followed by interviews and usability testing with a range of users of the service, including specialist accountants and business owners.


Senior UX Consultant

Oct. 2020 - Sept. 2021

Dyson: Senior UX Researcher, Information Architect

Over 12-months, I worked on-site at Dyson's offices as part of their newly- founded research operations, leading two large-scale research projects to redesign Dyson's IA and navigation, and understanding global customer decision making behaviours and pain-points.

CONTACT

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EDUCATION

University of Bristol

2013-2016

2:1 BSc. Experimental Psychology

First Class dissertation exploring human decision making behaviours and experimental economics through observational research methods.

Guiseley School, Leeds

2006-2013

A levels

A*, A, A (English Literature, Psychology, Mathematics)

GCSEs

5 A*, 5 A (Including English and Mathematics)

CORE SKILLS

Research

- Scoping, planning, facilitation
- Analysis and reporting
- Participant recruitment
- Mixed-methods (including Interviews, usability testing, accessibility testing, contextual inquiry, survey, stakeholder research, diary studies)
- Analytics and data analysis
- User stories / hypotheses
- Stakeholder workshops

Design

- Information Architecture
- Journey mapping
- Persona creation
- Wireframing
- Dynamic prototyping
- Service mapping

WORK EXPERIENCE CONTINUED

Rentokil Initial: Senior User Researcher

I led cultural transformation project in the European, American and Asian markets through a set of cross-team discovery workshops. I mapped user groups and core user journeys through stakeholder ideation sessions before validating with multi-methods user research.

UX Consultant

Sept. 2018 - Oct. 2020

Department for Business, Energy & Industrial Strategy: User Researcher

I worked on-site as part of an agile team at InnovateUK for 13 months, adopting UCD best practices as outlined in the Government Digital Service (GDS) Design Standards to deliver a first of its kind online government grant funding process. I led research activities in the beta and live phases, including interviews, usability testing, contextual inquiry and workshops.

The Financial Conduct Authority: User Researcher

I planned and facilitated 36 research sessions as part of the FCA's PPI optimisation campaign to improve guidance on making claims. I interviewed a range of user groups including financial managers, business owners, accountants, journalists and the public.

nPower: Accessibility Researcher

As part of nPowers account journeys review, I led accessibility testing to better understand how to improve the website for people with access needs. I ran 18 in-person research sessions with participants with a range of visual, cognitive and mobility impairments.

The Office of National Statistics: Interaction Designer

I joined ONS as part of an initial 4-week review of their Secure Research Service for accredited researchers to secure access to data. Using elements from GOV design system, I redesigned and prototyped their dashboard to comply with the GOV service standard.

Graduate UX Consultant

Sept. 2017 - Sept. 2018

Liberty Global: User Researcher, Designer and Information Architect

I worked on the next generation pan-european IA project for liberty global, working with 5 broadband brands across Europe. I was involved in all stages of the project, from stakeholder workshops, data analysis, concept design, tree testing, surveys, guerrilla research, prototype creation and running usability testing in the UK, Ireland and Germany.

nPower: User Researcher

I led my first qualitative research projects at Nomensa with nPower. I led a discovery to develop a notifications strategy for their new app, interviewing 12 participants to better understand attitudes towards push notifications. I also led a conversational UI project, usability testing solutions to encourage people to get smart meters in their homes.

Landmark: User Researcher

I designed and ran a UK-wide survey to understand people's attitudes towards home ownership and insurance as part of their new app proposition. Recruited over 1000 participants, analysed results and presented back findings to senior stakeholders.

OTHER EXPERIENCE

Colours, not-for-profit events

Oct. 2015 - Present

Founder

I founded Colours, a [not-for-profit event series](#) and artist collective. We support community-led mental health charities across the UK through live music events, consistently selling out venues with capacities of up to 500 people.

Broad Key, clothing retailer

Jan. 2017 - Nov. 2018

Founder

Upon graduating I founded Broad Key, an online retailer and brand, selling vintage clothing on various e-commerce platforms, including Depop, Asos Marketplace, eBay, Facebook, and our own website.

CORE SKILLS

Strategy and Leadership

- Building UCD practices
- Organisational roadmapping
- Stakeholder management
- Stakeholder workshops
- Mentoring junior consultants
- Training and upskilling

Agency skills

- Sales, from proposal to pitch
- Project costing
- Requirement gathering
- Time management
- Hiring new consultants
- Talks and training
- Project direction
- Project management

TOOLS

Research

- UserZoom
- Hotjar
- Decibel
- Optimal Workshop
- Google Analytics
- Adobe Analytics
- SPSS
- Survey Monkey
- Google forms
- Airtable

Design

- Axure RP
- Sketch
- Proto.io
- Figma
- Adobe Illustrator
- GOV Design system
- NHS Design system
- Wix

Collaboration

- Miro
- Mural
- Confluence
- Trello
- Slack
- MS Teams
- Microsoft 365
- Keynote