



ANNA ALABAU

USER EXPERIENCE RESEARCHER

I'm a seasoned user experience researcher with a passion for understanding the needs of end-users and organisations in order to deliver inclusive, accessible, purposeful, user-centric, business-aware digital solutions.

Over the years, I've used my background in journalism, marketing, communication and linguistics to deliver excellence to a vast array of commercial and not-for-profit clients and their audiences.

CONTACT

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Manchester, UK

OVERVIEW

- 6 years working in User Experience Research
- 12 years working in the digital industry
- 3 years leading a team of strategists, UXers and designers

EDUCATION

UX RESEARCH METHODOLOGY

Akendi, 2019

UX RESEARCH & DESIGN BOOTCAMP

General Assembly, 2018

MASTER'S DEGREE IN AUDIOVISUAL COMMUNICATION

Universitat Autònoma de Barcelona, 2001-2005

EXPERIENCE

FATBEEHIVE, 2016 - PRESENT

Head of UX research, design and strategy, *from Feb 2023*

- I lead a team of 4 people focused on digital strategy, user experience research and design. We understand our client's goals, help them draw OKRs and guide them through discovery to find out what internal and external users need of the website and their other digital assets.
- I develop research plans tailored to the clients' needs and budgets, and carry out research activities including workshop facilitation, desk research, surveys, tree testing, prototyping, task testing, interviews, user journey mapping, usability and accessibility audits, and more.
- I deliver optimised information architecture and navigation structures, user personas and journeys, wireframes, reports and presentations, and user story-based functional requirements documents.
- As head of department, I manage my team's OKRs, performance, training, recruitment and quality reviews.
- I also participate as keynote speaker at talks and conferences about User Experience, Accessibility and digital fundraising amongst other topics.
- As a member of the Senior Management Team, I lead in innovation and process, creating efficiencies and new products for the business and actively assisting in the creation of sales proposals and pitches.

CAREER HISTORY

PROJECTS AND ACCOUNT MANAGER

Vsourz Ltd, London 2012 – 2016

WRITER AND PROOF READER

Freelance, Barcelona – London
2008 – 2016

CUSTOMER SERVICE SUPERVISOR

H&M, Barcelona 2008 – 2012

2D ANIMATOR & PROP DESIGNER

Tiburón Films, Barcelona 2008

UX Research Lead, Oct 2021 – Feb 2023

- I developed tailored research plans and carried out research activities for clients' projects.
- As team lead, I created and fine-tuned the discovery process, frameworks and templates we still use today.
- As team lead, I ensured the quality of my team's outputs, managed performance, training and recruitment, and worked to consolidate two teams into the department I currently head.

Senior Digital Project Manager, Sept 2016 – Oct 2021

- I managed the delivery of projects in time and on budget for multiple clients, including requirements gathering, resource management and quality control.
- I was heavily involved in and often led UX research activity planning and execution, especially workshop facilitation, information architecture and navigation mapping, design reviews and writing functional specification documents.
- I worked alongside the Head of Delivery to improve process and documentation, quality assurance and pitching.

TOOLS & SKILLS



Optimal Workshop



Miro



Useberry



Figma



Hotgloo



InVision



Otter.ai



UxArmy



Google Suite



Jira & Confluence



Research Plans



UX Research



Workshop Facilitation

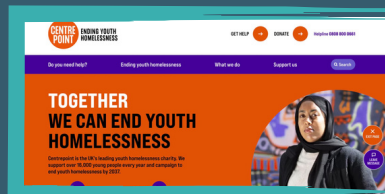


Info Architecture



Wireframe/Prototype

FEATURED PROJECTS

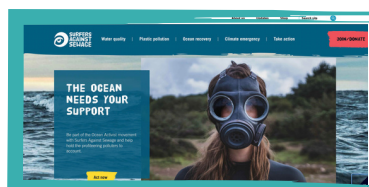


Centrepont website and services:

Understand stakeholders' and end users' motivations, goals and pain points.

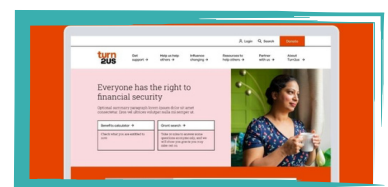
Planning and conducting UX

research activities including workshop facilitation, surveys, tree testing, interviews, user journey mapping and wireframes – to make design and functionality recommendations for their website, web chat and support services.



Surfers Against Sewage website

User interviews and analysis, Information Architecture mapping, Workshop facilitation, technical discovery.



Turn2us website UX & design

Information Architecture mapping, Workshop facilitation, tree test studies, user journey mapping, and wireframes.

[ALL PROJECTS](#) →