

FUNMILAYO OBASA

UX RESEARCHER

SUMMARY

Curious and impact-driven UX Researcher keen on using collaboration, qualitative or quantitative research, and human-centred design techniques to address human needs and goals.

EXPERIENCE

User Researcher | DemocracyLab (Remote, Volunteer)

JUNE 2022 - PRESENT

- Leads research team charged with improving the experience of volunteer seekers by helping them manage their multiple projects.
- Investigates research findings to generate presentable insights for internal and external stakeholders.

UX Researcher | Zuri (Remote)

APRIL 2021 - AUGUST 2021

- Led the execution of research and design activities for a mobile health solution by managing team activities, hosting meetings, delegating tasks and setting UX priorities.
- Collaborated with 14 designers and one product manager to develop an app that improves the healthcare service experience in Nigeria.
- Executed generative and evaluative research to recommend data-driven insights leading to a 46% increase in team points.
- Cut-down project time by 20% by democratising and conducting lean user research.
- Ran 23 remote user interviews and five remote usability studies to identify user problems, goals, and needs.
- Modelled two personas and empathy maps to define and communicate four actionable insights to teammates and stakeholders.

UX Researcher | She Code Africa (Remote)

MARCH 2021 - MAY 2021

- Conducted user interviews and designed quantitative survey to extrapolate user insights that contributed to the improvement of the end-to-end experience of students at university clinics.
- Defined two user journeys and personas to inform design decisions and increase stakeholder interaction from once a week to three times a week.
- Infused user and stakeholder feedback into the online clinic's workflow to produce a high-fidelity prototype of online clinic.

CONTACT

 tech.funmilayoobasa.com

 [Funmilayo Obasa](#)

EDUCATION

University of Ilorin, Kwara, Nigeria

NOVEMBER 2017 - OCTOBER 2023

B.A History and International Studies

CGPA: 4.01

CERTIFICATIONS

Interaction Design Foundation

JANUARY 2021

[Human-Computer Interaction](#)

Yale University, Coursera

JANUARY 2021

[Introduction to Psychology](#)

Interaction Design Foundation

JUNE 2021

[Data-Driven Design: Quantitative Research for UX](#)

Interaction Design Foundation

JULY 2021

[User Research – Methods and Best Practices](#)

SKILLS

- Human-Centred Design
- Qualitative Skills
 - User Interviews
 - Usability Testing
 - Thematic analysis
 - Miro
 - Figjam
- Quantitative Skills
 - Survey Design
 - Hypothesis Testing (T-Tests, Mann-Whitney U Test, Chi-square test)
 - Data Analysis (Python, SQL, Excel)
 - Google Analytics
 - Data Visualisation (PowerBi & Data Studio)
- Visual Design
 - Figma
 - Adobe (Illustrator, Photoshop, Indesign)