

Lindsay Simmonds

Qualitative Researcher, MA in UX/Service design, experience in VR/XR. Bringing international life experience and a visual design background to diversify UX teams and make research visually compelling.

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[LinkedIn profile](#)

EXPERIENCE

UX Research Consultant

Spatial Research + Design, Vancouver, Canada..... 2022-2023

- Supported UXR team on 5+ large-scale in-person VR/ XR device, usability, validation studies to understand and improve devices/experiences across multiple contexts. Outcomes enabled product teams to make evidence informed decisions for future device design. Tasks: participant co-ord., observation, moderation, data analysis/synthesis, report writing.
- Planned, observed, moderated 15 remote usability evaluations for a BC utility provider. Processed/analysed data, identified crucial issues, recommended fixes, presented findings.

Georgia Strait Alliance Festival of Ocean Films, remote..... 2021

- Improved the festival website usability through expert evaluation, monitoring/analysing visitor activity, operationalising and moderating 7 remote usability evaluation sessions.
- Drove multiple improvements, increased organisation's UX capacity and gained research buy-in by collaborating with/engaging the web designer in research activities.

Design Research Assistant

New Global at Aalto University & Boond Solar, Kanpur, India..... 2016 – 2017

- Successfully planned, organised, conducted ethnographic field-based research (contextual interviews, design props) in a challenging rural Indian context to investigate customers' use of a new solar-powered electricity service.
- Raised accessibility of the electricity meter by proposing research-driven UI and inclusive design changes that addressed low-textual literacy, physical barriers and social norms.
- Appropriately communicated research insights to diverse stakeholders via ethnographic stories, visual frameworks and presentations. Raised business awareness of customer habits/attitudes and got buy-in for human-centered design in engineering processes.

Master's in Industrial Design Student Projects

Aalto University, Helsinki..... 2015 – 2017

- Gained consensus among senior civil servants in the Finnish Gov't on a complex multi-stakeholder design project by planning and co-facilitating several design workshops.
- In a team planned and conducted a large-scale design research and synthesis process. Identified novel design opportunities/concepts based on research insights.
- Increased Helsinki Transit CX team's understanding of how family transit riders experience its services through interviews, storytelling and customer archetypes. Resulted in a service design strategy to build in-house capacity around a family use-case.

Senior Visual Designer

Self-employed and Echo Stories, Vancouver and remote..... 2000 – 2023

- Designed, produced, managed visual communications, books, exhibits, web design projects on time/budget for clients in corporate, retail, education and non-profit sectors.
- Led visual storytelling/picture research, spearheaded cataloguing system of 3k+ images from vast public/private archives and sources. Led editorial design on 20+ books.

EDUCATION

Master of Arts in Collaborative and Industrial Design..... 2018

Aalto University, Helsinki – School of Arts, Design & Architecture

Bachelor of Arts in Digital Concept Development..... 2014

Copenhagen School of Design & Technology

Interaction Design Summer School..... 2012

Copenhagen Institute for Interaction Design

SKILLS & TOOLS



Participant recruitment/coordination & logistics



Generative & evaluative studies (interviews, prototypes)



Remote moderated user research (Lookback, Zoom)



Researching with users and stakeholders (workshops)



Analysis & synthesis (mapping, Hotjar, analytics)



Visualising & presenting results (Adobe CC, slides)

MEMBERSHIP/CONFERENCES

Ethnographic Praxis in Industry (EPIC)
UXR Conferences 2021, '22
Advancing Research Conference 2021
India HCI Conference 2018 (presenter)

CONTINUING EDUCATION

Coursera and The Interaction Design Foundation, remote 2019-2021:

Classical Sociological Theory
Qualitative / Quantitative Methods in Social Sciences
Evaluating User Interfaces
Questionnaire Design for Social Surveys
UX Research at Scale: Surveys, Analytics, Online Testing
Accessibility: How to Design for All
Conducting Usability Testing

LANGUAGES

English fluency, conversational Spanish, beginner German (level A1)