

ISADORA TAAM

UX RESEARCHER

+44 7923190379
taam.isadora@gmail.com

A mixed methods Senior UX Researcher with experience in both B2B and B2C. Currently working at Ocado Technology, a company powering the future of the online grocery industry.

Experience includes leading cross-function teams to execute collaborative research projects, managing external agencies, supporting with the development of good user experience across warehouse and E-commerce products, and helping teams think strategically about research.

I am passionate about working cross-disciplinarily to figure out what questions are worth answering. I excel in collaborating with Product Managers, UX Designers, Engineers and business stakeholders to understand what will move the company forward.

SKILLS

- Qualitative methods - interviews, ethnographic research, user & concept testing
- Quantitative methods - usability & concept testing, surveys
- Workshop facilitation
- Mentoring (Grads, UX Researchers, UX Designers and Product teams)
- Strategic planning to increase team's impact
- Project Management
- Cross-functional Collaboration

WORK

SENIOR UX RESEARCHER (B2C)

Ocado Technology | 2020 - Current

Achievements include:

- Conducted generative research in multiple markets to understand how people shop for food in different locations
- Managed UX Research agencies across different locations, including Spain, Japan and London
- Lead a generative research project to help the business transition into a general merchandise platform in Spain
- Conducted a variety of generative and evaluative research to help teams increase conversion in various checkout stages
- Started an "Innovation Hub" with Engineers and Product Managers to help teams pursue innovative ideas outside of roadmaps

UX RESEARCHER (B2B)

Ocado Technology | 2018-2020

Achievements include:

- Enhanced company wide understanding of users and of UX Research
- Lead a 'Persona Project' supporting Product Managers, Designers and Engineers better understand their users by observing them in locus
- Learnt how to make sense of complex business domains in warehouses and understand users' ecosystems to enhance the UX for multiple segments
- Learnt how translate and convey complex processes into easy-to-understand presentations

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WORK

MARKET RESEARCHER

Mansfield Advisors | Jan 2018 - Jun 2018

Achievements include:

- Conducted both quantitative and qualitative research for market entry strategies in Scandinavian countries for Veterinary Medical Services
- Learnt how to work in a large team of 15 researchers in a dynamic consultancy environment
- Learnt to manage relationships with and advise clients

EDUCATION

PRODUCT DESIGN SPECIALISATION

Experience Haus, London | 2018

MASTERS OF SCIENCE IN INTERNATIONAL MARKETING

Newcastle University | 2017-2018

BACHELOR OF ARTS IN COMMUNICATIONS

Pontifical Catholic University | 2012-2017

University of California Santa Cruz | 2015-2017

BACHELOR OF ARTS IN ARCHITECTURE

Pontifical Catholic University | 2008-2011

LANGUAGES

- English - Fluent
- Portuguese - Fluent
- Spanish - Advanced
- French - Basic

EXTRA

- Judge for the Award "Most innovative product" at Smart Tech Retail Expo 2024
- Judge for the Award "New Retail Solutions" Smart Tech Retail Expo 2023