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Chenchu Goli
UX Designer/Researcher

Making memorable experiences.

Hello, there

I am curious to be part of a challenging team in building inclusive and engaging digital product journeys. Here is my candidature for the UX Designer/Researcher position.

My approach to addressing user problems is driven by a thorough understanding of user needs and contexts, with empathy and a clear information hierarchy. I continuously learn from product usability tests (listening and asking) with an empathetic and analytical mindset. I aim to improve the user experience incrementally by validating and presenting design solutions and advocating CX/UX/UI design best practices.

Collaboration with cross-functional teams and engineers is crucial in identifying and resolving service/design challenges for business impact. My design process includes discovery, research, data analysis integration, and synthesizing insights into the designs for a seamless end-to-end experience.

I utilized a variety of techniques, including Journey Mapping, Storyboard, Empathy Mapping, Experience Mapping, Surveys, User Shadowing, A/B Testing, Collaboration and Workshop Facilitation, Storytelling, Prototyping, Information Architecture, Insights Analysis, Observation Studies, Co-creation, Heuristic Analysis, Contextual Inquiry, Accessibility Evaluation, and Design Validation. It starts with curiosity and a proactive listening strategy.

Above all, I advocate the user perspective.

I am available to start immediately, and I look forward to discussing how I can collaborate with the team to build intuitive digital product journeys and experiences. You can reach me at +61 435 122 341 or chenchugoli@gmail.com.

Thank you for the opportunity to share my story.

Warm regards,
Chenchu

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About me

I'm curious about creating empathetic user experiences using holistic research with Human-centered design (HCD) methodology.

Active listening and asking the right questions will help to learn about user needs and expectations and find a pragmatic way to solve user problems. Collaboration with wider stakeholders, insights teams, and engineers with an analytical mindset is crucial to being on the same page and getting the most out of diverse viewpoints.

Skills | Applications

Leadership: Mentoring.   **Frameworks:** Agile & Lean UX

Skills: UCD, Requirement Analysis, Desk Research, Design Testing, Wireframes, Prototyping, Experience & Empathy mapping, User shadowing, Interviewing, Insights & Data Analysis, and Validation testing. Knowledge of CSS and HTML.

Tools: Figma, Axure, Adobe XD, Sketch, Miro, Hotjar, Lucid chart, Moodle, Analytics, Full story, Jira Cloud, Confluence, Baymard, Medalia, and Askable.

Experience

Woolworths NZ | UX Designer/Researcher   May 2022 - Apr 2024

As a CX/UX member of the FMCG (digital, mobile-first, and responsive) Digital Retail group, I focused on finding user pain points across online shopping and Loyalty program journeys.

Part of the Everyday Rewards NZ loyalty program involves end-to-end design audit, finding & managing stakeholders' issues and risks across the business for business impact. Prepare journey flows, wire-frames, prototypes, storyboards, information architecture, and accessibility needs. The journey starts with Discover, Define, Design (validation), and Deliver for an intuitive experience. Promptly reached tight deadlines and had fun along the way.

• Conduct user & desk research, heuristic analysis, and present discoveries and recommendations for PM, SMEs, and stakeholders. Design journey flows, wire-frames, UI, and prototypes to inform and validate design solutions. Follow organisation frameworks and standards to drive intuitive user experience. Actively contribute to the UI and Design system.

• Observe online user behavior, gather insights and opportunities in user journeys, and review research/analytics data for pragmatic solutions.

• Work closely with UX writers, PMs, and Engineering teams. Share product reviews and accessibility (WCAG 2.1) reports across the business.

• Managing remote tools to monitor user behavior, voice of customers, and pain points. Present research insights and opportunities for improvement.

• CX/UX/UI reviews as part of the final product UAT and QA process.

Spark Digital | UX/CX Designer/Researcher   Oct 2021 - Apr 2022

As a Digital Retail squad member, finding user pain points for online journeys and SAAS Apps and proposed anticipating user needs that create an intuitive experience. Collaboration with stakeholders and user education is the key to success. Co-created user scenarios and conducted user validation testing sessions for the Bio-metric sign-up process.

• Planned to conduct UX research, heuristics analysis, Synthesise Co-design, and present UX recommendations and decisions for SMEs/PMs/stakeholders.

• Collaborate with the data team to understand user behaviour & pain points. Presenting research/data insights and opportunities for UX/UI improvements.

• Work with UI, BA, and Engineers to review the final product for UAT.

Freelance | Digital - UX Designer/Researcher   Sep 2020 - Sep 2021

As a freelance UX Designer, I worked in the financial, banking, and insurance sectors. Conducted Heuristic reviews, user feedback gathering, collating Analytics data, Empathy mapping, Experience mapping, User Shadowing, Validation testing (remote), Discovering Opportunities, and presenting findings & design recommendations to stakeholders.

Fletcher Building | CX/UX Designer/Researcher   Feb 2020 - Jul 2020

Prepare UI, user journeys, and participant recruitment to progress in design testing and research. The journey starts with a design sprint, wireframes, UI design, prototyping, and design testing, and it is continued by presenting insights and the MVP to cross-functional teams. The core point is to fail fast and understand user needs.

Contact Energy | UX Designer/Researcher   Dec 2018 - Dec 2019

My role was to steer customer research, design testing and UAT as part of delivering UX/UI for design-led digital projects. It includes personas, journey flow, wire-frame's, Information Architecture, prototyping, interviewing, observations, heuristics analysis, and reporting insights to stakeholders.

SKY Network Television | CX/UX Analyst   Sep 2014 - Nov 2018

Involved in testing the new STB (Set Top Box) software through end-user and UX perspectives. Achieved customer voice through user testing, interviews, observation, and behaviour studies. Worked on UX-led projects, with interviews & user/design testing.

• Involved in product research, rapid prototyping, and UX design. Supported user analysis and journey mapping to design pragmatic solutions. Tested new STB software with UX and accessibility lenses

• Collate and present analytics data and UX findings of SVOD (Subscription Video On Demand) and TVOD (Transactional Video On Demand) on STB from surveys, interviews, and analytics data to stakeholders for further review.

• Gathering and demonstrating pain points/roadblocks in the user journey for the team and stakeholders review.

• Took part in product functional testing and Test case design.

ⓘ **References can be provided upon request**