

DR RAMY HAMMADY

Consultant UX Researcher Lead | User-Centred Design | Agile Methodologies | UX Scholar

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- Consultant at ESCWA – United Nations
- UX Certified Expert (NN/g)
- Microsoft Most Valuable Professional (MVP)
- UK Global Talent Award in Human-Computer Interaction

SUMMARY

With 8+ years of UX research expertise, adept at conducting impactful user-centric studies, synthesising complex data and presenting actionable insights for product development.

EXPERIENCE

Senior Lecturer in UI/UX Design 04/2025 - Present
University of Southampton - Winchester School of Art Winchester, United Kingdom

- Designed, developed, and delivered advanced Master's-level's-level's-level modules in UI/UX Design, Interaction Design, and Design Thinking, utilising industry-standard tools (e.g., Figma, Adobe XD).
- Led the delivery and continuous enhancement of the Master's curriculum, mentoring postgraduate students through complex design projects and research dissertations, ensuring alignment with evolving industry trends and academic rigour within the University of Southampton's programmes.

UX Researcher Lead 04/2022 - Present
EPC Improvement & University of Essex Colchester, United Kingdom

- Led the UX research for the design of a new platform to sell and install solar panels and heat pumps, significantly enhancing user experience and driving customer acquisition.
- Facilitated cross-functional collaboration between designers, developers, and stakeholders to deliver a platform that meets the needs of both customers and installers, leading to a 30% increase in platform adoption.
- Conducted in-depth user research, including over 50 interviews, to identify key customer segments and inform the development of targeted marketing campaigns and personalised user journeys.

UX Researcher 04/2019 - 04/2022
Digital Horizon Solutions Southampton, United Kingdom

- Oversaw usability testing for mobile and web applications, recording a 10% uplift in user satisfaction scores.
- Identified and communicated research findings to stakeholders through engaging presentations, driving the adoption of four major design improvements.
- Collaborated with UX designers to integrate research insights into wireframes and prototypes, leading to a 35% drop in customer support tickets related to UX issues.
- Conducted over 50 individual in-depth interviews and segmented the data to provide clear user personas, resulting in a more targeted and effective marketing strategy.
- Managed multiple projects simultaneously in a fast-paced Agile environment, ensuring timely deliverables that aligned with sprint goals.
- Authored a quarterly insights report that became the foundation for two strategic initiatives aimed at enhancing user engagement.

UX Researcher Assistant 04/2013 - 08/2015
Creative Tech Solutions Cairo, Egypt

- Supported comprehensive research studies which influenced the development of a user-centric navigation system, improving task completion rates by 25%.
- Played a key role in a project that merged qualitative data into a quantifiable UX metric scorecard used across teams.
- Analysed user feedback and leveraged the insights to prioritize the product roadmap, which was well-received by users and praised for its intuitiveness.
- Assisted in deploying a new survey tool that expanded the reach of user research, increasing participant numbers by over 200%.

EDUCATION

PhD in Digital Design and Technology 08/2015 - 08/2019
University of Staffordshire, UK Stoke-On-Trent, UK

MA Visual Communication 10/2011 - 06/2013
Helwan University, Faculty of Applied Arts Cairo, Egypt

BA Visual Communication 09/2004 - 06/2009
Helwan University, Faculty of Applied Arts Cairo, Egypt

PASSIONS

- 🧑 Human-Centred Technology
- 🧑 Being User Advocate
- 📝 Writing Research Papers
- 🗣️ Speaking at Conferences & Events



KEY ACHIEVEMENTS

- ★ **Redesigned e-commerce Checkout**
Key contributor to a major e-commerce checkout redesign, resulting in a significant conversion rate improvement.
- ✚ **User Testing Framework Development**
Spearheaded the development of a new user testing framework that streamlined the research process across the company.
- 🌟 **Centralized Research Repository Initiative**
Founded a centralised research repository that reduced duplication and improved cross-team collaboration.

SKILLS

Usability Testing | User Research |
Survey Design | Agile Methodologies |
Data Analysis | Ethnography | Heuristic
Evaluations | A/B Testing | Interaction
Design | Service Design | Contextual
Enquiry | Sustainable Design | Strategic
Management | Reporting | Mixed Methods
Research | Participant Recruitment

Figma | Sketch | Invision | Miro | dscout |
Google Analytics | Optimizely | Loop11
UserTesting | SurveyMonkey | SPSS |
Qualtrics | kardSort | SmartPLS | JIRA |
Kissmetrics | HotJar | Jotform | Mixpanel

UX COURSES (NN/G)

- Personas: Turn User Data Into User-Centered Design
Nielson Norman Group
- How to Interpret UX Numbers: Statistics for UX
Nielson Norman Group
- Survey Design and Execution
Nielson Norman Group
- Measuring UX and ROI
Nielson Norman Group
- ResearchOps: Scaling User Research
Nielson Norman Group