

Mae Haughton

UX Designer and Researcher

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UX researcher with 5+ years of experience in both industry and research settings, specializing in data-driven design improvements, conversion optimization, and user engagement strategy. I strive to foster creativity and collaboration in every project 😊

RELEVANT WORK EXPERIENCE

User Experience Researcher (PhD Candidate)

Mar 2021 – Dec 2024

Uppsala University, Sweden

- **Achieved 10,000+ successful device integrations** across iOS and Android by leading the end-to-end design and optimization of two AI-powered mHealth apps, enhancing user flows and **reducing onboarding time by an average of 1 minute**.
- **Boosted daily active users by 23%** through data-driven design iterations, applying mixed-method research approaches (usability testing, CRO testing, surveys, co-design workshops), and analyzing qualitative and quantitative data via R.
- **Streamlined cross-functional collaboration**, with developers, designers, and product managers, using Jira and Confluence, following **Agile methodologies**.
- **Enhanced accessibility compliance** by developing wireframes, prototypes, and mock-ups based on research insights, **maintaining WCAG standards**, and leveraging Figma design systems for consistency.
- **Reduced missing data rates by 42% and increased user conversion to 68% from 35%**, by addressing device integration challenges and optimizing user journeys through detailed mapping and iterative improvements.

Data Analytics Specialist

Sep 2020 – Jan 2021

National Magnetic Resonance Research Center, Turkey

- Streamlined data cleaning and visualization for cross-functional teams, **improving analysis speeds and presentations of findings from 100+ participants** based on cognitive tasks and eye-tracking studies analyzed with R.

UX Designer

Jun 2019 - Sep 2020

SGDD-ASAM, Turkey

- Led user research and ideation, **conducting needs assessments and usability testing** to validate design decisions for a web-based prenatal education platform.
- Collaborated with cross-functional teams on wireframing and prototyping, refining designs based on feedback from over 200 users and **improving accessibility and cultural relevance**.
- Optimized user engagement through CRO testing, leading to a **4-point increase in usability scores and improved task completion rates by 29%**.

Project Management Graduate Internship

Aug 2018 - Jan 2019

Frontier Environmental Exploration, UK

- **Developed employee experience strategies** for two on-site conservation projects, gathering feedback from staff to enhance workflow efficiency for 50+ cross-functional team members.
- Managed project timelines and resource allocation workflows.

Service Designer (Masters Project)

Dec 2017 - Aug 2018

NHS Royal Victoria, UK

- Leveraged qualitative and quantitative research methods to deliver actionable insights that **improved screening service adaptability, reduced wait times, and facilitated early diagnoses for an additional 15 patients** in the first three months of implementation.

UXR Intern

BLIS International Schools, Turkey

May 2017 – Jul 2017

- **Drove a 15% increase in teacher adoption and 28% among students** by conducting A/B tests and interviews, which informed **design iterations I implemented, resulting in a more intuitive and user-friendly navigation system** for the AI-powered pedagogical tool.

EDUCATION

PhD in User Experience in mHealth

Uppsala University, Sweden

- Vice-chair of UU Doctoral Board, 2022-2024

Mar 2021 – Dec 2024

Google UX Design Professional Certificate

Google Careers (online)

- Relevant course: Build Dynamic User Interfaces (UI) for Websites

May 2023 – Jan 2024

MSc in Psychology

Newcastle University, UK

- Service design internship at NHS Newcastle Hospital (detailed below)

Sep 2017 – Sep 2018

BA in Psychology

Bilkent University, Turkey

- User experience research internship at BLIS School (detailed below)

Aug 2013 – Jul 2017

SKILLS

LANGUAGES: English (native), Swedish (conversational)

PROFESSIONAL SKILLS

- Qualitative and quantitative research methods
- Advanced data analysis
- User journey mapping, wireframing, and prototyping
- Storyboarding
- Cross-functional collaboration
- Design thinking
- Information architecture
- Responsive design
- WCAG accessibility standards

SOFTWARE SKILLS

- **Data Analysis and Visualization:** Excel, R, Python (intermediate), Tableau, Dovetail, NVivo
- **Usability Testing Platforms:** UserTesting, Maze, Userlytics
- **Design and Prototyping:** Figma, Sketch, Adobe XD, Adobe Suite, WAVE, Smaply
- **Collaboration:** Miro, FigJam, Trello, Jira

REFERENCES

Please contact me for details.