

TIFFANY YIP

UX Researcher & Designer

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SUMMARY

- 4 years of UX experience, driving product improvements by balancing user needs with technical feasibility and business objectives across digital solutions in healthcare, consumer technology and the public sector.
- Experienced in translating complex user and stakeholder needs into clear product requirements, prototypes, and user journey maps to support effective decision-making and collaboration with cross-functional product teams.
- Technically literate, with hands-on experience in C#, HTML, CSS, and JavaScript, enabling effective collaboration with engineering teams.
- Published two papers exploring user experience with virtual agents and in virtual reality environments.

EXPERIENCE

UX Design Consultant

June 2025 - Present

Triad

- Owned end-to-end product development of a Power App designed to improve governance and compliance in organisational file management processes.
- Led discovery and stakeholder interviews within iterative design sprints, translating user needs into requirements and evolving the product from concept to MVP.
- Owned the roadmap and launch timeline, aligning technical and operational requirements.

UX Consultant (Research & Design)

September 2023 - June 2025

ExperienceLab

- Led iterative rounds of user testing and rapid prototyping with eight domestic violence victims to develop a victim support app from concept to MVP. Delivered a mid-fidelity Figma prototype and documented user requirements in Jira to guide the client in executing the build.
- Conducted discovery research with 30 participants to uncover user requirements for a learning platform. Facilitated a co-design workshop with clients to prioritise user needs alongside business objectives.
- Moderated 25 user testing sessions to identify opportunities to improve self-service options and reduce contact centre volumes. Presented insights to the client's solutions team.

UX Researcher

May 2022 - August 2023

Bold Insight

- Led user testing with 25 mental health patients to identify barriers to uptake and adherence for a patient support app. Delivered key insights in a detailed report.
- Conducted ethnographic research with five medical lab technicians to evaluate the usability of a haematology device. Developed a journey map of the technicians' workflows and highlighted opportunities to improve device usability.
- Captured detailed observations during a validation study for a Clinical Decision Support cardiology tool and conducted root cause analysis to identify underlying drivers of observed issues.

PUBLICATIONS

Research project 1

2023

Yip, H. L., & Petrini, K. (2023). Investigating the influence of agent modality and expression on agent-mediated fairness behaviours. *Journal on Multimodal User Interfaces*, 17(2), 65-77.

- Managed the end-to-end research process, from developing the research proposal, designing the methodology, recruiting participants, collecting quantitative data, and analysing and reporting the data.
- Developed a browser-based version of the economic game using Unity and Firebase and collected 80+ participant responses. Learned programming languages including C#, HTML, CSS, and JavaScript, and designed the online game interface.

Research project 2

2023

Jicol, C., Clarke, C., Tor, E., Yip, H. L., Yoon, J., Bevan, C., ... & Proulx, M. J. (2023). Imagine that! imaginative suggestibility affects presence in virtual reality. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems* (pp. 1-11).

- Tested the virtual reality environment with 120 participants, administering pre- and post-measures of presence via a Qualtrics survey.
- Analysed quantitative data using SPSS and synthesised findings into a detailed report.

EDUCATION

MSc Human Computer Interaction

2021 - 2022

University of Bath

BSc (Hons) Psychology

2018 - 2021

University of Bath