

JESSICA ANDRICH

Senior User Researcher | Tech-for-Good Founding Board Member

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SUMMARY

Senior User Researcher with **6+ years' experience leading 40+ research and design projects** across startups and enterprise organisations. Specialist in qualitative and mixed-methods research, research operations, and adaptive, experimental discovery approaches, translating complex insights into clear product direction.

PROFESSIONAL EXPERIENCE

Product Research & Strategy Lead | Founding Board Member Guide to Good, Inc.

MARCH 2025 - PRESENT | LONDON, UK

Guide to Good is a nonprofit, AI tech-for-good startup that helps other nonprofits communicate their impact to philanthropies and donors. G2G is supporting a growing list of 50+ organisations globally and **has secured funding for 2026**.

- **Directed product strategy in a zero-to-one environment**, advising the founder to prioritise high-impact initiatives (AI-driven nonprofit profile creation and solving key target audience needs) over lower-value feature work.
- **Led cognitive task analysis and foundational research**, observing real client profile-creation sessions and conducting interviews to define JTBD
- **Translated research insights into AI system requirements**, defining how uploaded materials should be prioritised and shaping the high-level conversational design for automated nonprofit profile creation.
- **Facilitated product alignment workshops**, clarifying core personas, content strategy, and roadmap priorities while surfacing critical gaps.
- **Enabled evidence-based beta testing**, preparing founders to run sessions independently through discussion guides, consent forms, etc.
- **Fulfilment of working board duties**, including reviewing budgets, fundraising, and collaborating with other members to ensure alignment with the core mission.

User Researcher University of Cambridge

APRIL 2024 - NOVEMBER 2024 | CAMBRIDGE, UK

The University Information Services (UIS) Department initiated a university-wide content management system update, alongside a major refresh of the public-facing website ecosystem to improve its user experience, security, and accessibility.

- **Led discovery research for a university-wide CMS migration**, analysing Staff

EDUCATION

Human-Computer Interaction, MSc. with distinction
University College London
2017-2018

Cognitive Science, BA
University of California, Berkeley
2012-2016

Psychology
University of Melbourne
2015 (Exchange Semester)

SKILLS

Discovery: user interviews, stakeholder interviews, observational studies, contextual inquiries, field research, diary studies, surveys, literature reviews, cognitive task analysis, etc.

Evaluation: usability testing, concept testing, card sorting, heuristic evaluations, competitive analysis, etc.

Other: workshop facilitation, prototyping & design, research operations, mentorship

Professional Profiles (7,000+ live profiles; 10,000+ including duplicates) to inform platform design, workflows, and content strategy ahead of the new CMS rollout.

- **Designed and delivered large-scale survey and interview research**, running university-wide Qualtrics surveys (250+ responses) and 30 stakeholder interviews to surface usability and governance pain points.
- **Enabled rapid iteration through usability testing**, running remote testing of the CMS beta and allowing product teams to observe sessions live
- **Facilitated cross-university collaboration**, connecting accessibility specialists, change managers, product managers, and departmental staff, prompting broader discussions on digital strategy and governance.

Travel

MAY 2023 - MARCH 2024

Planned travel across SE Asia, following receipt of EU Settlement Status.

Senior User Researcher

Growth from Knowledge, a Nielsen IQ Company

SEPTEMBER 2021 - APRIL 2023 | LONDON, UK

GfK is an £850m market intelligence company that had been undergoing a major digital transformation prior to its acquisition by NielsenIQ.

- **Led end-to-end mixed-methods research** across three product areas of a market intelligence data viz tool, partnering with multiple product managers
- **Conducted 50+ interviews, surveys, and benchmark studies** while collaborating with Quantitative, Insights & Foresights, Customer Success, and Design teams.
- **Built scalable research operations infrastructure**, establishing a Dovetail repository and supporting the hiring of a dedicated repository manager.
- **Democratised research practices across the organisation**, developing templates, training sessions, and documentation to support 5 product teams.
- **Mentored and developed junior researchers**, contributing to team growth, shared standards, and evaluation frameworks.
- **Represented research at senior and global levels**, speaking at the company's annual global conference and facilitating research workshops.

Senior User Researcher & Designer (progressed from Junior to Senior) Wongdoody, Inc.

JANUARY 2019 - SEPTEMBER 2021 | LONDON, UK

WongDoody is an award-winning creative technology agency delivering human-centred digital experiences to global clients.

- **Led end-to-end research and design for a flagship enterprise client**, integrating multiple siloed solutions into a single data visualisation and analytics platform.
- **Oversaw five parallel project streams**, managing senior client stakeholders and mentoring a junior designer across a 12-month engagement.
- **Partnered closely with agile development teams**, translating research and design outputs into build-ready solutions in a fast-paced delivery environment.

UX Research & Design Internship adidas Group

SEPTEMBER 2016 - MARCH 2017 | LONDON, UK

- Ran various research and design projects for internal digital platforms.

TOOLS

Airtable, Amplitude, Askable, Atheneum, Dovetail, Figma, HotJar, LLMs, Notion, Marvin, Microsoft Suite, Miro, Optimal Workshop, PowerBI, Qualtrics, SurveyMonkey, Zeplin

LANGUAGES

English, German, Mandarin Chinese

PUBLICATIONS & AWARDS

ACM CHI 2018
NaviiCompass: An Exploratory Feedback System for an Urban Farm Community

UCL Postgraduate Dean's List 2018

SIDE PROJECTS & INTERESTS

DIY home improvements, 3D prints and designs, piano, mountain sports, reading and writing,, nonprofit volunteering