## Senior UX Researcher (P&T)

BPP Education is entering a new phase of its growth and evolution, attracting thousands more students each year and expanding into new verticals and new markets globally. The BPP Product & Technology (P&T) organisation is evolving rapidly, and driving transformation of its platforms, digital products and experiences, in order to help BPP Education scale and meet the growth of the business in the coming years.

We’re looking for a **UX research professional** who can help our Product Squads to deliver experiences that delight and engage learners during their time studying with BPP and beyond, throughout their working lives.

As a **Senior UX Researcher**, you will report to the Principal UX Researcher and will be responsible for user research across multiple squads. Collaborating closely with the BPP P&T leadership (Engineering, Product Management & Data), you will help transform BPP Education to become more customer centred, design and data informed, to build products that meet and exceed our users’ needs across our education ecosystem.

**Key responsibilities**

* **Help** **meet product design objectives** whilst also elevating the understanding and status of user-centred design within BPP, advocating the building of products and experiences rooted in customer empathy
* **Help** **integrate product experience principles in all digital products** ensuring clarity, coherence and consistency of the user experience across the BPP ecosystem
* **Help** **Squads integrate user insights** alongside marketing analytics, SEO and commercial data, to improve robustness of recommendations
* **Ensure research and testing approaches are seamlessly integrated** into a Squad’s design and development lifecycles
* **Ensure that Squad design activities and processes always have the customer at their heart** – so that we continue to solve meaningful problems across their end-to-end user journeys
* **Be an advocate for discovery and/or explorative research as a vector for accelerating projects and identifying opportunities**
* **Co-ordinate with other internal (and external) research and analytics teams to consolidate research efforts and bring together insights**

**Essential Skills**

* Proven track record of success as a **UX Research practitioner** with **experience of integrating actionable user insights into product delivery lifecycles**
* Substantial experience in digital product design – ideally across web, mobile apps and enterprise software
* Expertise in two or more of the following, thorough working knowledge of the rest:   
  **user-centred generative design research**, **user-centred evaluative testing**, **Mental Models Design (MMD)**, **user-centred prioritisation methodologies**
* Experience in Design Thinking frameworks and their application
* **Expertise in executing a wide range of quantitative and qualitative research methodologies, including top task analysis, card sorting, first impression testing, co-creation, ethnography, remote and in-person usability testing**
* **Highly collaborative approach to research with the ability to bring Squads along the journey and immerse them in the customer problem(s)**
* **Expertise in UX Research specific tools (e.g. usertesting.com, UserZoom, Lookback, Optimal and other user research & survey tools etc)**
* **Thorough grounding around compliance with all GDPR considerations regarding the use and retention of user data**
* Effective communication, presentation, and storytelling skills

**Desirable Skills**

* **Experience of using &/or managing user research service suppliers (eg. user panels and recruitment providers, user research lab providers et al)**
* Experience of the Education Sector