

# Mark Jumbo

UX Researcher | AI-Augmented Research | Exploratory & Evaluative Methods  
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## PROFESSIONAL SUMMARY

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UX Researcher with 4+ years of professional experience and 2 years of self-directed practice, delivering foundational, exploratory, and evaluative research across digital products and experiences. Experienced in scoping and executing strategic research programmes that directly influence product strategy, working within fast-moving, multidisciplinary teams to translate ambiguous problem spaces into clear, actionable insights.

Deeply curious about emerging technology and the evolving relationship between people and AI. I actively integrate AI tools into my research practice to improve synthesis speed, generate hypotheses, and explore interaction patterns, and I am passionate about designing research that surfaces genuine human needs in the context of new technological possibilities. I approach every brief as an architect of the possible -- comfortable with ambiguity, energised by early-stage exploration, and committed to keeping people at the centre of every product decision.

## CORE SKILLS

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**Research Methods:** Foundational Research · Exploratory Research · Evaluative Research · In-depth Interviews · Concept Research · Usability Studies · Surveys · Field Research · Heuristic Evaluation · A/B Testing · Behavioural Analysis

**Strategic Research:** Research Scoping · Learning Programme Design · Hypothesis Development · Insight Synthesis · Product Strategy Influence · Minimum Lovable Product Definition · Exploration Milestones

**AI & Emerging Tech:** AI-Augmented Research Workflows · Generative AI Tool Evaluation · LLM Interaction Prototyping · AI Synthesis Tools · Prompt Experimentation · Technology Trend Analysis

**Communication & Collaboration:** Stakeholder Storytelling · Multimedia Research Outputs · Executive Presentations · Cross-functional Team Working · Research Advocacy · Multidisciplinary Collaboration

**Tools & Analytics:** GA4 · Contentsquare · Hotjar · Optimal Workshop · UserTesting · Qualtrics · Maze · Lookback · dScout · Figma · Miro · Notion · Confluence

## WORK EXPERIENCE

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### GOTOHEALTHCARE – UX Consultant

06/2024 – 08/2024 | 06/2025 – 01/2026 (Contract)

- Scoped and delivered strategic research programmes for a social care platform serving elderly and young people, identifying key learning questions, designing research approaches, and translating findings into actionable product strategy recommendations.
- Applied AI-assisted synthesis workflows to accelerate insight generation, using LLM tools to identify patterns across qualitative data sets and surface hypotheses for rapid iterative testing.
- Partnered closely with multidisciplinary product and engineering teams to ensure research insights directly steered product direction, driving an 11% reduction in drop-off and 18% conversion uplift through evidence-led product decisions.

### DREAMS – UX Analyst

09/2024 – 01/2025 (Contract)

- Conducted exploratory and evaluative research to understand latent user needs and behavioural friction in a high-consideration purchase journey, triangulating GA4, Contentsquare, and a 100-response survey to build a complete strategic picture.
- Developed a research-grounded insight framework (effort, confidence, perceived value) through heuristic evaluation and competitor analysis, demonstrating the ability to move from ambiguous problem to

defined strategic direction -- driving an 11% uplift in conversion and 24% increase in checkout progression.

- Produced compelling, narrative-led research outputs for executive stakeholders, socialising findings through structured visual artifacts that aligned cross-functional teams and directly influenced product strategy.

## **KINESSO – UX Analyst**

*04/2022 – 02/2024*

- Led research across a portfolio of client engagements spanning telecoms, entertainment, and home improvement -- scoping strategic learning programmes, designing flexible research methodologies, and delivering actionable insights that directly influenced product and service strategy.
- Worked as an embedded researcher within fast-moving, multidisciplinary client teams, adapting methodology and pace to suit ambiguous early-stage and evaluative contexts across multiple product domains.
- Demonstrated a track record of impacting product strategy through research -- improving query satisfaction by 28% for a major telecoms help centre and driving a 23% conversion uplift for a home improvement client through exploratory, insight-led product experimentation.

## **MUSICMAGPIE – UX & CRO Executive**

*09/2021 – 12/2021 (Contract)*

- Designed and executed a strategic research and experimentation programme for a second-hand electronics recommerce platform, combining qualitative insight with quantitative behavioural analysis to define product hypotheses and drive directional decisions that increased conversion by 10–15%.
- Rapidly iterated on research questions and methods within an agile environment, demonstrating comfort with imperfect but directional insights to maintain product momentum.

## **VOLVERO – UX Designer**

*06/2021 – 08/2021 (Contract)*

- Conducted exploratory research to understand the distinct needs of both user groups within a peer-to-peer car rental platform, developing personas and journey maps that provided strategic guidance for early-stage product decisions and improved task completion by ~15%.

## **FAREHAM INNOVATION CENTRE – Lead UX Researcher**

*09/2018 – 10/2018 (Contract)*

- Led a mixed-method research programme (interviews, surveys, A/B testing, eye-tracking) for an aviation charter brand, scoping the research approach independently and delivering strategic findings that improved task completion by 18% and click-through rates by 22%.

## **EDUCATION**

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**MSc Digital Design** – Southampton Solent University | 2019 – 2020

**BSc Business Information Technology** – Southampton Solent University | 2014 – 2019