

Aurelia Mumby (she/her)

User Researcher · Customer Discovery & Insight
aurelia.mumby@gmail.com

PROFILE

User researcher with over three years' experience turning qualitative and quantitative insight into product improvement, working as the first and only insights specialist in a global business. I am knowledgeable of GDS standards and the context in which they operate from my academic background.

CORE SKILLS

User-centred design and research · Usability testing · Survey design · Qualitative & quantitative research and analysis · Agile Working · Insight synthesis & reporting · Accessibility · Microsoft 365 · UserTesting

EXPERIENCE

User Researcher City Electrical Factors (CEF) Feb 2023 – Jan 2026

- Built CEF's research and discovery function from scratch as its first insights specialist, embedding exploratory research at the start of every project and usability testing during refinement.
- Grew demand for research: managers began commissioning standalone studies.
- Ran 12+ major studies end-to-end across the UK, North America and Australia, plus regular usability testing of prototypes and live features. Participants were mainly electricians and tradespeople, alongside independent shop owners and end customers.
- Combined interviews and usability testing with surveys of up to 300 electricians and Google Analytics data to understand how users found products. This gave the team the evidence to prioritise more relevant options and product information in search results, and to reweight search. Add to basket rates were improved and repeat searches went down.
- Presented insight to stakeholders from the UX team to store managers and global leadership, shaping roadmaps and prompting the team to revisit changes that weren't working for users.

Freelance User Researcher Jul 2022 – Jan 2023

- Delivered discovery projects for a range of organisations, including an independent farm shop and assisting user research sessions with Scope helping disabled people access Government Digital Services.

Herdsperson J & S Arrowsmith Feb 2019 – Apr 2022

- Milked a 200-strong dairy herd twice daily. Also maintained accurate medicine usage data.

Farm Worker D L Blanchard Jan 2019 – May 2022

- A varied role at an arable/pig farm. Tasks included animal care, construction and crop cultivation, working both independently and as part of a team.

EDUCATION

- BSc Politics & Sociology (2:1) — University of Surrey (ranked 18th nationally). Includes a study placement at Monash University, Melbourne.
- User Research (short course) — Paper Design.