

Based in Hong Kong (open to relocation). User researcher at Goodnotes, embedded with product and design on a live consumer product used by more than 30 million people a month. I start from the decision the team has to make, then run the work that will actually change it.

EXPERIENCE

User Researcher — Goodnotes

Nov 2023 – present

Hong Kong (hybrid) · previously Leeds, remote

- Led research for a complete toolbar redesign. The new design scaled as Goodnotes added features and complexity, with a 4% lift in usability (UMUX).
- Co-led a company-wide product quality audit. Findings fed 2026 roadmap prioritisation, with downstream movement including a >20% increase in desktop DAU, a 10% App Store rating recovery in six months after a post-launch decline, and growth experiments that lifted subscription conversions.
- Built ResearchOps used across the company: AI UXR skills and tools; a product-wide continuous discovery process now run by around 80% of product teams; and training so non-researchers can develop core UXR competencies.

Senior Technical Customer Support Specialist — Goodnotes

Apr 2021 – Nov 2023

London (hybrid) · promoted from Technical Customer Support Specialist, Apr 2022

- Grew the team from 3 to 8, with heavy involvement in interviewing, hiring, and training.
- Pulled CS closer to product: an embedded specialist on each product team, plus foundational quant and qual reporting on CS metrics and insights.

Customer Operations Associate — Freetrade, London

Aug 2020 – Apr 2021

EDUCATION AND QUALIFICATIONS

Professional Certificate in User Research — UX Design Institute

2025

Insights for Innovation — IDEO U

2023

Google UX Design Certificate

2022 – 2023

MA History, First Class Honours — University of Aberdeen

2016 – 2020