# Lee Cheatley, PhD

User Researcher
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## Education

**PhD, Human-Computer Interaction**
University of Dundee, UK
2016 – 2020

**MSc, Information Technology**
University of Aberdeen, UK
2015 – 2016

**MA, Archaeology & History**
University of Aberdeen, UK
2012 - 2015

## Skills

**Research:**
**Accessibility testing**
**Affinity mapping**
Content analysis
Contextual inquiry
Card sorting
Competitor analysis
**Concept testing**
**Diary studies**
**Evaluative research**
**Generative research**
Heuristic evaluations
**In-depth interviews**
Participatory design
**Qualitative Studies**
**Quantitative Studies**
**Remote research**
Statistical Analysis
**Surveys**
**Thematic analysis**
**Usability testing**
Vendor management
Workshops

**Design:**
**Ideation**
Information architecture
**Personas**
Storyboarding
**User journeys**

# Experience

### Insights

*User Researcher*, Jan 2021 – Present
Lead user research for lean innovation team to discover, define, validate, and evaluate new products and opportunities.

- **Embedded** user research into innovation process resulting in increased confidence and investment from executive team.
- **Developed** user research templates and guides to empower colleagues to run research sessions.
- **Created** post session reflection templates to keep team engaged with user research.
- **Managed** external validation of innovation backlog.
- **De-risked** six+ figure business decisions by generating insights that have led to 3 new products that will soon go to market.
- **Led** culture workshops and health checks to help teams align on a vision and fulfil a shared purpose in an environment reflective of their values and supportive of psychological safety and camaraderie.

### University of Dundee

*Human-computer interaction researcher (PhD)*, 2016 – 2020
Formulated and evaluated design goals and objectives for co-creative AI systems to support bereaved people through generative and evaluative research.

- **Identified** a pertinent (and novel) research topic based on an extensive literature review.
- **Underwent** training in qualitative and quantitative research methods, and completed Scotland's Mental Health First Aid certificate.
- **Conducted** research in a sensitive topic with bereaved people and mental health care practitioners.
- **Collaborated** with a California based AI start-up as a result of networking at conferences
- **Published** and presented work at international conferences and in recognised journals.
- **Mentored** more junior researchers.

### University of Aberdeen

*User Researcher & Lead Developer*, 2016 – 2016
Developed a web app for a client intended to help students determine whether they should go to university, and what courses may be best suited.

- **Agile development:** Liaised with client to elicit requirements and developed working iterations based on client and end-user feedback. **Exceeded client expectations**: Created automated, scalable web app.