

# GEMMA HALL

UX/UI | HCI | PRODUCT MANAGEMENT

## CONTACT

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## SKILLS

Product Design  
Prototyping and Wireframing  
Service Design  
UX for AI  
Research Methods  
Interaction Design  
UX Writing  
Design Systems  
Visual Design  
Biometrics and Human Factors  
No Code Development Platforms  
HTML, CSS (basic knowledge)  
Figma  
Adobe Creative Suite

## EDUCATION

BrainStation  
London, United Kingdom  
**2024 – 2025**  
Product Management Certification  
(PMC)

Goldsmiths, University of London  
London, United Kingdom  
**2023 – 2024**  
MSc of User Experience Engineering

James Cook University  
Townsville, Australia  
**2010 – 2014**  
BA of Multimedia Journalism

## PROFILE

With a decade of experience in international media and content creation, a Masters in User Experience Engineering (UXE), and Product Management Certification (PMC), I am committed to advancing technology usability, aiming to create and deliver exceptional products that enhance user experiences while driving business success. With a strong focus on understanding user needs and aligning them with organisational goals, I am well-equipped to deliver high-impact solutions.

## KEY PROJECTS

Dissertation in Partnership with Capgemini UK

### **GenAI Avatars in Sales Training (May 2024 – Sept 2024)**

London, United Kingdom

- Measuring the efficacy and improving the user experience of genAI powered avatars to assist in sales pitches.
- Conducting primary and secondary user research and technology discovery of existing platforms and interfaces.
- Prototyping and testing new AI experiences with users to measure the perceived and objective impact.
- Providing recommendations for use in consulting practices.

UX Project

### **UX for AI in Triage Mental Health (Jan 2024 – April 2024)**

London, United Kingdom

- A/B testing of two conversational Artificial Intelligent (AI) interfaces: chatbot vs. audio.
- Built two prototypes for A/B testing with users.
- Generated insights from observational interviews and surveys including potential features to consider and the implications.

## EXPERIENCE

UX Researcher and Designer

### **Self-Employed (September 2023 – Present)**

London, United Kingdom

Involved in independent UX research and design projects, with a focus on developing skills, gaining experience, and building a strong portfolio. Engagement in the full UX process, including:

- User research, creating user flows, designing intuitive interfaces, and conducting usability testing.

## VOLUNTEERING

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NU Start  
London, United Kingdom  
**2024 – Present**  
Volunteer Graphic Design

UXDX  
London, United Kingdom  
**2024 – Present**  
London Community Events Representative

Goldsmiths, University of London  
London, United Kingdom  
**2023 – 2024**  
Department of Computing (UX)  
Student Representative

## INTERESTS

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Psychology  
Lego Enthusiast  
Water Sports  
Film, TV and News

Creative Shooter / Editor  
**News UK (January 2022 – April 2023)**  
London, United Kingdom

- Created digital content for TalkTV's social media platforms, including YouTube, Instagram, and TikTok, enhancing online engagement
- Gathering news content for TalkTV's news programming, including shows The Talk, The News Desk, and Piers Morgan Uncensored for live broadcasting and breaking news coverage
- Supported the coordination and management of logistics for the news crews, working closely with producers and executive teams

Camera Operative and Editor  
**GB News (April 2021 – January 2022)**  
London, United Kingdom

- Operating cameras and editing content for GB News programming both in the UK and abroad.
- Gathering news and creating content for GB News broadcast and social media channels.
- Managing live broadcasts, including covering breaking news for GB News' 18-hour rolling live programming.

Field Operator and Editor  
**Australian Broadcasting Corporation (November 2016 – April 2021)**  
Melbourne, Victoria, Australia

- Gathered digital and television news content for ABC Victoria and ABC News programming.
- Managed linking equipment live news coverage.
- Captured still photography (DSLR - Canon) for ABC News online publications and social media.
- Edited news packages for ABC News TV programmes.

ENG Camera Operator  
**Seven Network (October 2014 – November 2016)**  
Mackay, Queensland, Australia

- Shooting and editing vision for Seven News Mackay and Seven News Queensland's nightly news bulletins.
- Managed and coordinated linking equipment during live news coverage.
- Editing for Seven News Mackay's nightly bulletin including packages, RVOs, breakers, updates.
- Archiving/processing vision into newsroom digital archiving system.

Medical Imaging Operator  
**Queensland Health (November 2009 – October 2016)**  
Townsville, Queensland, Australia

- Administrative and operative support to Medical Imaging staff in the provision of Mammography services to patients of BreastScreen Townsville.
- Data auditing for medical images and patient information.
- Facility maintenance coordination.