

# Natalie Gent

UX RESEARCHER · LISBON · AVAILABLE FOR PROJECTS

nataliegent1@gmail.com · [LinkedIn](#) · [nataliegent.com](#)

---

## PROFILE

---

UX researcher specialising in qualitative methods for both early-stage and complex products. I help founders and product teams make confident decisions through structured, evidence-led research: designing studies, evaluating impact, and translating findings into actionable recommendations. My background in criminology and social research means I'm trained across qualitative and quantitative methods, with experience in survey design, behavioural research, and evidence-based reporting. I bring a particular focus on accessibility, inclusivity, and social equality.

---

## EXPERIENCE

---

### USER RESEARCHER

2024 - Present

*Mooch Agency · UX & AI Product Studio*

#### Octant – Ethereum Public Goods Funding Platform

Planned and delivered end-to-end UX research for a web3 platform, conducting ten moderated usability sessions with participants across three countries. Designed a discussion guide combining task-based walkthroughs with semi-structured interviews to find where users got stuck with complex, domain-specific mechanics. Evaluated the impact of design interventions against measurable behavioural outcomes: nine key findings and tiered recommendations fully adopted into the V2 product roadmap, contributing to a fourfold increase in user donation rates.

MODERATED USABILITY TESTING · SEMI-STRUCTURED INTERVIEWS · IMPACT EVALUATION · DISCUSSION GUIDE DESIGN · THEMATIC ANALYSIS · RECRUITMENT AND SCREENING · STAKEHOLDER REPORTING

#### Tone of Voice App – AI Brand Voice Generator

Led end-to-end usability research across six moderated in-person sessions. Assessed impact of design decisions against product-market fit signals, identifying critical usability barriers and validating the core value proposition through willingness-to-pay signals. Uncovered an unanticipated agency user segment that directly shaped the product's pricing model. Delivered tiered recommendations that fed directly into the transition from Notion prototype to standalone product.

IN-PERSON MODERATED TESTING · HYPOTHESIS-DRIVEN RESEARCH · PRODUCT-MARKET FIT SIGNALS · TIERED RECOMMENDATIONS · STAKEHOLDER DELIVERABLES

### CERTIFICATION MANAGER

2022 - 2025

*FENSA Ltd · UK Government-Recognised Competent Person Scheme*

Ran end-to-end certification under a UK government-recognised Competent Person Scheme aligned to ISO/IEC 17065. Made certification decisions on companies based on audit evidence and non-conformance reviews. Streamlined and automated procedures, and acted as primary point of contact for assessors, partners, and internal teams. Developed skills in stakeholder management and process thinking that now inform my approach to research operations.

PROCESS OPTIMISATION · COMPLIANCE AUDITING · DOCUMENTATION AND RECORDS MANAGEMENT · STAKEHOLDER LIAISON

**OPERATIONS MANAGER**

2011 - 2022

*BFRCLtd · Administrator → Senior Administrator → Operations Coordinator → Operations Manager*

Led project management, product development, budgeting, and recruitment within a small operations team. Conducted user research including interviews and survey-based data collection to identify pain points and usability issues, reporting findings back to developers. Worked with digital teams, senior stakeholders, and third-party organisations across iterative testing and release cycles.

USER INTERVIEWS · USABILITY TESTING · SURVEY DESIGN AND ADMINISTRATION · PAIN POINT IDENTIFICATION · CROSS-FUNCTIONAL COLLABORATION · PROJECT MANAGEMENT · PROCESS IMPROVEMENT

---

EDUCATION

---

**USER RESEARCH AND DESIGN SPECIALISATION**

2023

*University of Michigan*

Completed a 3-month course covering design problem scoping, user testing, analysis and reporting, storyboarding, low-to-high fidelity prototyping, analytics, and A/B testing.

**MSC CRIMINOLOGY AND SOCIAL RESEARCH (DISTINCTION)**

2014 - 2016

*University of Surrey*

Dissertation on feminist responses to rape culture on social media, using online ethnography, interviews, behavioural observation, media analysis, and thematic analysis. Trained in both experimental and quasi-experimental research design, sampling strategies and the application of qualitative and quantitative methods to real-world social problems. Also worked as a Research Assistant at Surrey County Council, conducting qualitative interviews with care leavers and personal advisors to reduce reoffending.

QUALITATIVE RESEARCH DESIGN · INTERVIEW FACILITATION · THEMATIC ANALYSIS · ETHNOGRAPHIC METHODS · RESEARCH ASSISTANCE

**BSC (HONS) CRIMINOLOGY AND SOCIOLOGY (2.1)**

2007 - 2010

*University of Surrey*

Dissertation on public attitudes towards sentencing young people, using primary and secondary research through interviews and surveys. Built a strong foundation in the strengths and limitations of qualitative and quantitative research, sampling methods, and the importance of ethics in research.