



Adam Symonds BSc.

Senior UX Researcher

Research Lead | UX Strategy | Product Discovery | Mixed-Method Research | Customer Journey Mapping | Design Thinking | Project Management | ResearchOps

Contact a.symo@hotmail.co.uk
+971 56 971 0668

 /adamsymo

Portfolio adamsymo.com

Profile

I am an accomplished UX/CX Researcher with 8+ years' experience delivering actionable insights that improves user-centred design and customer experience. I lead solo and cross-functional research across agency and in-house environments, including complex multi-market studies.

Empathetic, collaborative, and commercially aware, I build trusted relationships with participants, teams, executive stakeholders, and C-suite leaders. I use design thinking to reframe complex problems, champion user needs, and balance them with business priorities in fast-paced global organisations, using evidence-based decision making and strategic influence for commercial and measurable impact.

Proud Moments

- Led UX Research capability for a global agency and one of the UAE's largest banking clients.
- Contributing to an Award-winning, life-saving VR project.
- Delivered research programmes across 20+ international markets.
- Invited to speak at UXMC conference.
- Mentoring and coaching the next generation of UX researchers.

Core Skills

Research strategy

- Discovery planning
- Roadmap planning
- Opportunity identification
- Prioritisation
- Continuous discovery

Research methods

- Mixed-method research
- In-depth interviews & contextual inquiry
- Usability testing: moderated and unmoderated

Experience



VML, Dubai, UAE

Senior UX Researcher

May 2025 - Present

Shaped and led the research capability at VML, Dubai, whilst on secondment to one of the UAE's biggest banks.

- As part of the cross-functional team I delivered 13+ mixed-method research projects on time and in budget to **increase** credit card application form submissions by **28%** and provided an overall **ROI** on expenditure by **4%**.
- Led the **development and delivery** of the **ResearchOps** function, establishing scalable processes, tools, templates, governance, recruitment and participant-management practices, applying **AI-enabled work flows** to increase research efficiency where appropriate.
- Partnered with senior design, data and SEO/AEO leaders to align qualitative and quantitative analytics to **influence product strategy** across multiple banking initiatives. This included using data to triangulate findings and make evidence-based decisions.
- Led end-to-end management of research vendors, working with legal and finance to streamline research delivery and reduce operational risk.
- Owned all C-suite and executive communication and documentation regarding research spend, timelines, strategic recommendations, and commercial outcomes.
- Increased organisational research maturity by coaching multidisciplinary teams on evidence-led product development. This included mentoring and managing a direct report through regular 1:1 meetings, providing ongoing guidance, support, and professional development.
- Built research capability across a key client account, ensuring standards through best practice and governance resulting in an embedded research culture, taking ownership of quality standards across all stages of projects from pre-research documents to deliverables, research repository and highlights reels.
- Developed a deep knowledge of EDB product usage and approval processes' within the UAE, to deliver more effective product discovery and strategic research recommendations.



Digital of Things, Dubai, UAE

Senior UX Researcher

May 2024 - May 2025

Led the research team on various accounts across multiple industries.

- End-to-end research ownership leading and scoping research programmes across multiple client accounts, balancing commercial priorities, delivery timelines and research quality.
- Client and stakeholder management, from receipt of a brief to project completion.
- Led and increased research capabilities using tried and tested research frameworks, increasing research maturity and ResearchOps.
- Led product discovery activities and mixed-method research to identify customer problems, prioritise opportunities and reduce delivery risk for both end users and businesses.
- Contributed to the course materials intended to be used for 'DOT Academy' (UX training) through workshops.
- Contributed to UX, technical setup, and ResearchOps training for a government entity following the construction of their own in-house UX Lab.
- Hosted a lightning talk at the 2024 UXMC conference in Dubai.



HSBC, London, UK

Design Researcher

Aug 2021 - Dec 2023

Worked as part of the Customer Experience & Design team, leading the Global Trade research work stream, optimising the HSBCnet Trade offering.

- Executed the programme of works in cross-functional teams across international borders.
- Advocated for customers globally to make HSBCnet more efficient, through partnerships with stakeholders and product owners to influence product strategy across HSBCnet.
- Mentored junior team members to up-skill and democratise research practices increasing the research capability.
- Curated a deep knowledge regarding customer friction points when dealing with banks for international trade.
- Communicated the power of research to the wider business, as part of the digital transformation programme.

Core Skills, Cont.,

Research methods, cont.,

- Concept testing and prototype evaluation
- Surveys and quantitative analysis
- Diary studies and longitudinal research
- Benchmarking and Competitor reviews
- Workshops
- Card sorting & Tree testing
- A/B testing
- Persona development
- Hypothesis validation
- Evidence-based decision making

Strategic and leadership skills

- Research leadership; strategy and planning
- Stakeholder management and influencing
- Insight synthesis and storytelling
- ResearchOps and research governance
- Mentoring and capability building
- Working with Product, Design, Data, and Commercial teams
- Vendor and budget management
- Executive presentations
- Research Repository Management

Product

- Product discovery
- Journey mapping
- Design Thinking
- Agile
- Lean UX
- OKRs
- Evidence-based prioritisation

Achievements

2024 | Conference Speaker

UX Masterclass (UXMC), Dubai.

Plenary speaker regarding the future of recruitment for UXR projects.

2021 | BIMA10 Winner

Foolproof & One Shot Immersive, London.

VR training experience, designed to train frontline medics in some of the most austere environments in the world [Multi-award winning].

2017 | International Collaboration

UWE & SHAPE. Vocational Training Council.

Chosen to represent UWE at the International Student STEM Forum Conference in Hong Kong, working with the Hong Kong Design Institute.

Education & Training

UXQB | CPUX-F Certified Professional for Usability and User Experience course over a three day period.

BSc | Digital Media BSc Hons (First Class with Honours) UWE Bristol.

Experience, Cont.,

Foolproof, London, UK

UX Consultant & Researcher

Jan 2020 - Aug 2021

Moderated user testing using a range of methodologies before making actionable and measurable recommendations. A member of small project teams delivering research and design outputs based on iterative design processes.

UX24/7, London, UK

UX Consultant & Researcher

Nov 2017 - Jan 2020

Main responsibilities included qualitative user research using a variety of methodologies, analysis, reporting, managing recruitment, and ResearchOps. UX24/7 gave me the opportunity to travel domestically and internationally to facilitate research.

Career Overview

I have worked across many notable industries including E-commerce, Telecommunications, Retail, Banking & Finance, Global Trade, Conveyancing, Creative technology, Professional standards, Tourism, Government, and VR.

Notable clients include Samsung, O2, RBS, Carphone Warehouse, Currys/PC World, Adobe, Shell, Experian, RICS, One Shot Immersive, HSBC, FAB, Mashreq, M&S Bank, Yango, Deliveroo, Saudi Tourist Board, The National, and TAMM.

Projects have been delivered in numerous markets across Australia, Bangladesh, Canada, Egypt, France, Germany, Hong Kong, Kuwait, Malaysia, Mexico, Oman, Philippines, Poland, Singapore, UAE, UK, and the USA.

