



Jane Wilson

UX ANALYST

IN BRIEF

A UX Analyst with a passion for analytics and digital transformations. A firm believer that UX doesn't stop after launch and that there's always more you can learn about your users.

PERSONAL DETAILS


Nationality


British

Location

Dundee, Scotland

CONTACT

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 janeawilson.co.uk

 [/janewilson90](https://www.linkedin.com/company/janewilson90)

 [@janewilson90](https://twitter.com/janewilson90)

PROFESSIONAL EXPERIENCE

Data and UX Analyst

WARACLE

2018 - Now

Responsible for all analytics and tracking across websites and applications. Working directly with clients to ensure they're getting the information they need to evaluate their KPIs. Day to day includes app store optimisation, conversion rate optimisation, onboarding optimisation, usage data analysis, designing A/B tests for features, and working with developers and PMs on client needs.

Key technologies used: Google Analytics, Data Studio, Webmaster tools, Sketch

UX Developer

WARACLE

2016 - 2018

Designing and developing apps and websites within a team. Working across multiple products within interdisciplinary teams on Hybrid apps and websites. Also responsible for designing and running workshops with clients at the beginning of projects to ensure that kickoff went smoothly and the problem area has been fully explored to ensure a smooth development cycle.

Key technologies used: Ionic, Sketch, Adobe Illustrator, Adobe Photoshop

Web Developer

HIMEX

2014 - 2016

Part of an international team of developers creating web apps for the car insurance industry. Designed for consumers, the web apps allowed policyholders to view their driving data which had a direct impact on their insurance cost. Also worked on a web app to allow vehicle fleet owners to track their fleet and for drivers to log expenses, incidents, and accidents.

Key languages used: Ruby on Rails (and HTML, CSS, JS).

EDUCATION

MSc User Experience Engineering (Distinction)

UNIVERSITY OF DUNDEE

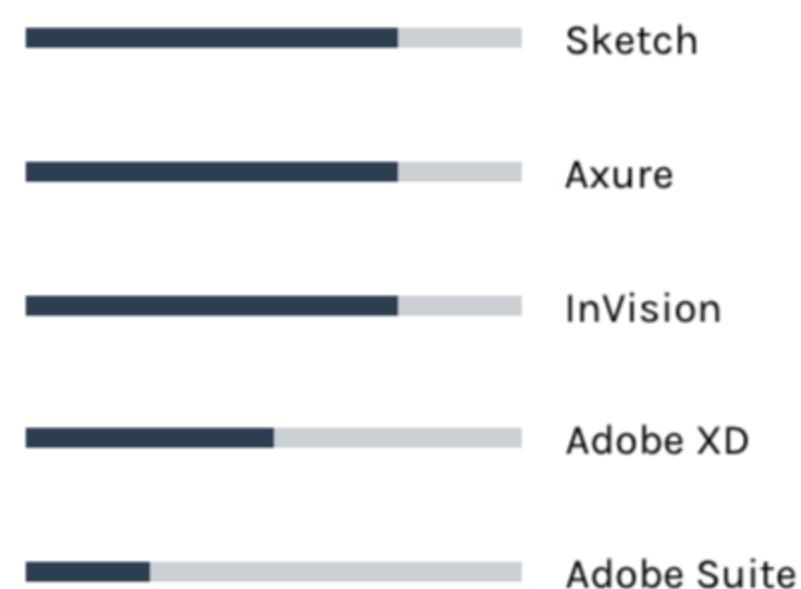
Sept 2012 - Sept 2013

BSc Applied Computing (2:1)

UNIVERSITY OF DUNDEE

Sept 2008 - July 2012

SOFTWARE



SERVICES

