



Marie-Claire Springham, London, UK
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I'm a UX Designer and Strategist putting the user at the centre of projects through qualitative research techniques. I am also fascinated by how new technology can democratise information, tell a story, inspire empathy and promote learning.

Bio:

My work in Strategy is informed by my background in Product and Digital Design. It was here that I first learnt how invisible details like a small step in a café or formal language in an instruction guide can be the difference between an accessible or an unwelcoming service.

I am passionate about User Centred Design and have been involved end-to-end on projects doing exactly that in a wide range of fields. I believe that no two Strategy projects are ever the same and each requires it's own empathetic approach with user insights and feedback at it's core. This, combined with the continued learning curve required to truly innovate is what keeps me excited day-to-day.

Hard Skills:

Adobe Suite: Photo editing, video editing, concept generation and presentations.

Miro, Figma, UXPin, Solidworks: End-to-end experience designing products and platforms.

Qualitative Research: Co-creation workshops, interviews and focus groups.

Client Management: Creative problem solving and managing stakeholders.

Education:

2021:
Msc Digital Design,
Hogeschool van Amsterdam

2018:
BA Product Design,
Central Saint Martins, London

Work History:

2021 - 2023

UX Designer/Strategist Recipe Design

Drinking Water

In-depth semiotic analysis of hydration apps for a leading US water brand's new digital service. From this I wireframed a working prototype using Figma and UXPin.

Interesting: A new semiotic trend is highly filtered tap water being marketed as a "luxury essential". It's a significant but also unnerving shift in how regular tap water is trusted/perceived.

Healthcare

Qualitative research in respiratory healthcare for two of the world's largest pharmaceutical companies. This required in-person interviews with healthcare professionals and patients to gain context for how and where prototypes are used.

Interesting: In a field so focussed on practicality, success of treatment often relies on the patient's emotional state and ability to overcome denial. A key theme across both projects became "why, when an inhaler can save your life do users leave the house without theirs?"

FMCG

Qualitative research for a US food giant to define what makes the perfect low-calorie chocolate snack via a two week diary study and interviews over Zoom.

Interesting: Snacks aren't only fuel, they are mood-regulators, rewards and help us feel in or out of control. Quite often, they're the invisible highlights of our day.

2021

Sony Talent League Winner

How can AI encourage us to look at the natural world with fresh eyes? As Together's UX Designer/Strategist, I created a prototype that could be adjusted to the needs of a wide range of users. This made our final product more versatile and inclusive.

2020

Freelance Design Work

Ozarka

Designing reusable silicone food containers from initial concept to pre-tool with a final Solidworks technical package. I also developed the rental system to collect and clean these containers to be used again by businesses around Amsterdam.

Mediamatic

Writing for Multimedia studio Mediamatic, covering new developments in Art, Design and Technology. Articles included *Celebrating Spit: Saliva as a data bank*.

2018

Meaning Centred Design Award

Featuring in the New York Times, Canadian Centre for Architecture and Good Morning Britain, my BA final project sparked heated debate around gender, societal roles and how design can oppress with one hand and liberate with the other.