

TANHYA BASCOMBE

UX Designer | Interaction Design • User Research • CRO • DesignOps

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PROFILE

UX Designer with expertise in interaction design, end-to-end user experience ownership and user research. I collaborate with multi-disciplinary teams including product managers, developers and business stakeholders to craft cohesive, user-centred designs grounded in both quantitative and qualitative research. Skilled in prototyping, usability testing, A/B testing and adapting designs to technical constraints across complex environments. A natural advocate for customer inclusion and accessible design, with experience as sole designer delivering high-autonomy, end-to-end UX projects from research through to developer handover.

CORE SKILLS

- Interaction Design: End-to-end user experience ownership, wireframing, user flows, component-based design systems, adapting designs to technical constraints.
- Prototyping: Figma, Figma Make, clickable prototypes for stakeholder sign-off and developer handover.
- User Research: Usability testing, heuristic evaluation, heat map analysis, A/B test planning, interpreting quantitative and qualitative research to inform interaction design.
- Customer Inclusion and Accessibility: Advocating for inclusive design across all touchpoints, designing for users of wide-ranging ages, backgrounds and technical abilities.
- Stakeholder Management: Presenting to director level, balancing user needs with business requirements, diplomatically advocating for the right design decisions.
- Collaboration: Working closely with developers, product managers and marketing teams to see designs through to delivery within complex, multi-stakeholder environments.
- DesignOps: Jira backlog management, design workflow implementation, stakeholder briefing processes.
- Tools: Figma, Figma Make, Qualtrics, Google Analytics, Microsoft Clarity, Jira, Miro, Excel, CoPilot, Drupal CMS.

PROFESSIONAL EXPERIENCE

UX Designer | AAT (Association of Accounting Technicians) | *Feb 2025 – Present*

Full ownership of interaction design projects across a complex digital landscape, collaborating with a multi-disciplinary team of developers, product managers and senior stakeholders to deliver user-centred experiences grounded in research evidence.

Qualifications and Courses Redesign

- Led end-to-end UX design for two high-traffic pages with 26,630 users, conducting heuristic evaluation and heat map analysis to identify friction including high cognitive load, unclear pricing and poor mobile usability.
- Facilitated usability testing sessions with 5 participants, interpreting quantitative and qualitative research to prioritise and validate design decisions.
- Designed user flows and wireframes from low-fidelity through to high-fidelity in Figma across desktop and mobile, iterating based on stakeholder feedback and user research.
- Prototyped final designs in Figma Make, producing a fully clickable prototype for stakeholder sign-off ahead of developer handover.
- Balanced business requirements with user needs, negotiating page consolidation while mitigating an SEO risk identified through research.
- Designed reusable, CMS-compatible components to accommodate technical constraints and reduce development time.

Customer Experience Measurement Programme

- Built a 6-page interactive feedback dashboard from scratch, enabling real-time NPS and sentiment tracking across 3,200 responses to replace manual spreadsheet processes.
- Maintained monthly research operations solo for 9 months, delivering fortnightly insights to the CX Director and senior stakeholders.
- UX analysis directly influenced the CX Director's strategy and a full website refresh, demonstrating how user research can shift business decision-making.

Quick Links Navigation

- Used Google Analytics and heat map data to identify navigation pain points, designing a quick links solution across 3 page contexts now live on the AAT website.

DesignOps

- Designed and implemented a Kanban-style Jira system for UX request management, improving visibility and structure across the team.

UX Coordinator | AAT | Sep 2024 – Feb 2025

Maternity cover role coordinating UX activity across the team, supporting design delivery and stakeholder communication.

- Led site search optimisation including feature gap analysis, user stories and wireframes.
- Designed student registration journey improvements including a mobile prototype and A/B test planning.
- Acted as a bridge between design, development and marketing teams across multiple concurrent projects.

Website Content and SEO Coordinator | AAT | Feb 2023 – Sep 2024

- Supported Drupal 7 to 10 migration delivering a 30% UX improvement across key pages.
- Developed a Professional Membership Eligibility Checker projected to increase self-service by 30%.
- Conducted A/B test resulting in a 20% increase in scheduled appointments.

Sales Adviser | AAT | Before Feb 2023

- Customer-facing sales role building strong relationships with customers across diverse backgrounds.
- Developed a deep understanding of customer needs through direct daily interaction, forming the foundation of my empathy-led approach to UX design.

EDUCATION AND CERTIFICATIONS

- UX Design Certification | CareerFoundry | 2022 to 2023
- BSc Computing and Information Systems | University of West London | 2011 to 2013 | HCI, Interface Design, User Requirements Specification

KEY ACHIEVEMENTS

- End-to-end ownership: Delivered interaction design, user research, CRO and platform work as sole UX designer for 9 months with minimal supervision.
- Research to strategy: UX analysis revealing critical drop-off patterns directly shifted the CX Director's focus to a full website refresh.
- Inclusive design: As a neurodivergent designer I bring lived understanding of diverse user needs, informing a genuine and practical approach to accessible, human-centred design.
- Consistent growth: Progressed through four roles in four years at AAT, each one a step up in responsibility and scope, all earned through performance.
- Cross-functional delivery: Consistently bridged the gap between developers and business stakeholders to ship work that serves both.

Open to new UX opportunities | 8 weeks notice | Hybrid or remote