

EUAN COLLEY

UX Research and Design

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I've built and led user research functions across a start-up, scale-up, and an established tech company, giving me a broad and adaptable skill set. I'm particularly passionate about; accessibility, simplifying how teams engage with users, and making research faster and more impactful.

WORK EXPERIENCE

Trade Me – Research Operations Principal

Nov 2022 - Mar 2026

I managed the user research team at Trade Me – the 5th most visited website in New Zealand. Our team supported all product, marketing, and sales research across the company. Under my management, the research output at Trade Me quadrupled in 3 years, without any increase in resources or budget.

- Managed the research team, budget, resources, and tooling
- Built processes and best practices for all research methodologies
- Conducted research, and coached/supported stakeholders with conducting their own research
- UX design, heuristic evaluations, UX metrics, ran design workshops
- Designed and coded (in Apps Script) 2 bespoke AI software tools to support teams with user research

Estendio – Chief Product Officer

Mar 2019 - August 2022

At Estendio, I built the first dedicated product, design, and engineering teams, all with a heavy focus on accessibility in the products that we created. The product developments I led contributed to 10x revenue growth for the company and expansion into international markets.

- Built product vision, strategy, and roadmaps
- Responsible for all user research at Estendio – particularly focused on research participants with disabilities
- Led UX design and managed design and engineering teams

Pio Design – Founder, Head of Product

May 2015 - Feb 2019

I left university to start my own startup with a friend called Pio Design – centred around a computer keyboard for creatives. I raised funding, built a small team, and developed novel IP that was eventually patented.

- Responsible for all product design, user research, prototyping and software design
- Managed all fundraising and budgeting for the company
- Built business strategy, vision, and partnerships

SKILLS

Research

- **Primary methodologies:** surveys, interviews, moderated user testing, unmoderated user testing
- **Secondary methodologies:** A/B testing, fake door tests, tree-testing, card sorting, first-click testing, contextual inquiry, diary studies
- **Other skills:** statistical analysis, synthesis of data, coaching, workshops, process design, persona design, user journey mapping, recruitment, data visualisation, research coaching, presentation skills, UX metrics

Design, Product, Other

- **Design:** hand-sketching, wire-framing, prototyping, high-fidelity design, design systems, heuristic evaluations
- **Product:** building product vision, strategy, and roadmaps, managing product and engineering teams, Certified Product Owner in Scrum,
- **Other:** Python, Javascript, Apps Script, OpenAi, Gemini

SOFTWARE PROFICIENCIES

Typeform, Google Forms, Alchemer, SurveyMonkey, Ballpark, Dovetail, Jira, Zapier, Figma, XD, Photoshop, Premiere, Miro, Excel/Sheets, Notion, Confluence

EDUCATION

UX Design Institute

Professional Certificate in UI Design
Professional Diploma in UX Design

University of Glasgow

Product Design Engineering
(left early to start Pio Design)