

Mahtab Garzin

User Researcher

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AWARDS

Silver | Teamwork | Kainos

LANGUAGES

Persian | Fluent

SKILLS

Discovery research
Usability testing
User interviews
Workshop facilitation
Journey mapping
Personas
Survey design
Information architecture
Research leadership
Stakeholder management
Storytelling & presenting

TOOLS

Miro & Mural
Figma
Qualtrics & SmartSurvey
GDS Toolkit
Confluence & JIRA
NVivo & SPSS

EXPERIENCE

User Researcher | Capgemini

Dec 2025 – Present

DWP | Enterprise-wide AI discovery

- Co-led a **ministerially prioritised 8-week discovery** with a Service Designer, evaluating an emerging AI capability across DWP's citizen-facing and internal services.
- **Led a team of 3 user researchers** to conduct research across 5 business areas and 11 user groups: planned and delegated research, onboarded new researchers and represented research in client meetings.
- Synthesised cross-cutting needs, risks and AI sentiment, and **identified services with vulnerable users unsuitable for AI**. Findings shaped value cases and a build, buy or adapt evaluation, **securing progression to the next phase**.

Non-Ministerial Department | AI opportunities discovery

- Led discovery research across a core end-to-end regulatory process, mapping journeys for 3 phases of work and working with a multidisciplinary team to **recommend two priority AI opportunities** to improve service quality, reduce backlogs and support staff retention.
- Facilitated an in-person workshop **testing 3 low-fidelity AI prototypes** with hard-to-reach frontline regulators, and fed insights to data scientists, product owners and BAs to shape the business case and iterations.
- Built UCD capability with a client new to user-centred design, and connected related work across the organisation to reduce silos.

User Researcher | Accenture Song

Apr – Nov 2025

NHS Business Services Authority | Beta phase

- Led research for the **Debt Management stream of the NHSBSA Dental Services Portal**, running beta usability testing, interviews and A/B testing with caseworkers and external users.
- Worked with BAs, developers and solution architects in agile delivery to shape **notifications and reporting**, contributing to **Beta assessment** preparation.

Associate User Researcher | Kainos

Sep 2023 – Feb 2024

Graduate User Researcher

Sep 2022 – Sep 2023

DVSA & DEFRA | Discovery & Alpha phases

- **100% increase in API sign-ups during testing**: 30+ interviews, 2 surveys and 3 rounds of usability testing reshaped registration and support journeys.
- Led discovery for an **AI content tool**, from scoping to recommendations; findings led to the **tool's adoption and further commissioned work**.
- Ran on-site ethnographic research (6 sessions in 3 days), shared gen AI learnings internally, and supported UX community and outreach events.

EDUCATION

Psychology BSc | UCL

2019 – 2022

First Class Honours. Dissertation with the RCA & Textile Circularity Centre on emotional attachment to clothing.

UX/UI Design Course | The School of UX

Feb – Apr 2024

Final project: redesigned a wardrobe app's upload flow, from design review and testing to a high-fidelity prototype.