

Nuha Ceesay

(0)785-607-2596 | research@nuhaceesay.com | Leeds, West Yorkshire

PROFESSIONAL SUMMARY

Accomplished User Researcher with a robust background in accounting and finance, completing a PhD in Accounting and Finance and a Chartered Accountant designation. Leveraging a unique combination of deep financial expertise and user research skills, I excel at enhancing financial applications and systems by aligning them with user needs and business objectives. Proven track record in conducting comprehensive user research, driving data-informed decisions, and optimizing user experience within complex financial environments. Adept at collaborating with cross-functional teams to deliver insightful research findings and actionable recommendations that improve usability and efficiency.

AREAS OF EXPERTISE

- **User Research Methods:** Proficient in conducting qualitative and quantitative research, including interviews, surveys, usability testing, and contextual inquiries.
- **Data Analysis:** Strong analytical skills with the ability to interpret complex data sets and generate actionable insights.
- **Financial Expertise:** In-depth knowledge of accounting principles, financial reporting, and tax regulations, enhancing the relevance of user research in financial contexts.
- **User-Centered Design:** Skilled in applying user-centered design principles to improve usability and user satisfaction in financial applications.
- **Stakeholder Collaboration:** Effective communicator with the ability to work closely with stakeholders to align research outcomes with business goals.
- **Project Management:** Experienced in managing user research projects from conception to completion, ensuring timely delivery of insights and recommendations.
- **Technical Proficiency:** Familiarity with applications such as MS Office, Adobe Acrobat, Microsoft, Word, PowerPoint, Excel, Internet/Email, Visual basic programming, Open Accounts, eBIS, V1, IBM BlueWorks, Sage Line 50, Quick Books Pro 2000, Aptos, Axim, Mentor, SAP R3, SAP BW, Cognos, Navision and Rainbow, Oracle and Hyperion, Google Analytics, Zoom, MS Teams, Hotjar

WORK EXPERIENCE

London North Eastern Railway
User Researcher

(Nov 2019 to Present)

Responsibilities:

- Designed and executed user research studies to gather insights on the usability and functionality of finance applications such as Open Accounts, V1, and eBIS.
- Utilised qualitative and quantitative data analysis techniques to identify user pain points and areas for improvement in financial applications.
- Worked closely with finance and IT teams to understand user requirements and ensure that research findings were integrated into application enhancements.
- Created detailed user personas and journey maps to represent key user segments and visualise their interactions with finance applications.

- Organised and conducted usability testing sessions, providing actionable feedback to development teams to improve application design and functionality.
- Compiled comprehensive reports and presented insights and recommendations to stakeholders, advocating for user-centered design changes.
- Used analytics tools to track user interactions with finance applications, measuring the impact of implemented changes and identifying further optimisation opportunities.
- Ensured that user research activities and recommendations adhered to financial regulations and data security standards.

JobRedy Inc.

(April 2024 to Present)

User Researcher (Part-Time)

Responsibilities:

- Planned, designed, and executed qualitative and quantitative research studies to gather insights on user needs, behaviors, and pain points while interacting with JobRedy.io.
- Organised and conducted usability testing sessions to evaluate the effectiveness of website features, identifying areas for improvement to enhance user experience.
- Analysed data from various research methods, including surveys, interviews, and usability tests, to uncover trends and insights that inform website optimisation strategies.
- Created detailed user personas based on research findings to represent key segments of JobRedy.io's target audience, guiding design and development decisions.
- Developed comprehensive user journey maps to visualise the end-to-end user experience on the website, identifying pain points and opportunities for enhancement.
- Worked closely with designers, developers, product managers, and marketing teams to ensure research findings are integrated into website design and development processes.
- Based on research insights, suggested and advocated for design improvements and feature enhancements to optimise the website's usability and user satisfaction.
- Utilized web analytics tools to track user behavior on the website, measuring the impact of implemented changes and identifying further optimisation opportunities.

Morrisons Plc

(Oct 2018 – Oct 2019)

Tax Compliance & Reporting Manager

Responsibilities:

- Producing Corporate Tax returns and tax reporting notes for annual requirements across Morrisons PLC and subsidiary companies
- Assisting with compliance in respect to withholding tax obligations and Group Relief
- Driving efficiencies through technology and partnering between the Group tax and accounting teams
- Supporting the wider tax team on ad-hoc tax advisory and strategy activities
- Preparation of tax accounting disclosures for group and subsidiary statutory accounts

Morrisons Plc

(Apr. 2016 – Sept 2018)

User Researcher

Responsibilities:

- Planned and executed user research studies focusing on the usability and efficiency of tax returns and tax reporting and other finance systems.
- Gathered and analysed feedback from users of finance and tax reporting systems to identify pain points and areas for process improvement.
- Partnered with finance, tax professionals and IT teams to align research efforts with the specific needs of financial and tax reporting and compliance requirements.

- Conducted usability testing sessions for finance and tax applications, providing insights to enhance the user experience and streamline reporting processes.
- Created user personas, journey maps, and detailed documentation to support the understanding of user interactions and needs within the financial reporting context.
- Delivered comprehensive reports and presentations to stakeholders, translating research findings into actionable recommendations for system improvements.
- Identified inefficiencies in financial reporting workflows and recommended changes to improve accuracy and reduce manual effort.
- Ensured that research activities and system enhancements complied with tax regulations and standards, maintaining the integrity and security of financial data.
- Supported the implementation of user-centred design changes, resulting in more efficient and user-friendly tax reporting processes.
- Delivered detailed research reports and presentations to stakeholders, highlighting key insights and recommendations.

Premier Farnell

(July 2013 to March 2016)

Global Finance Analyst

Responsibilities:

- Developed financial models for IT maintenance contracts, analysing various scenarios (2-year, 3-year, and 5-year terms) to assess cash flow impacts and provide strategic recommendations to IT leadership.
- Led the planning, budgeting, forecasting, analysis, and reporting of global IT maintenance contracts valued at approximately £10 million annually across Europe, the Americas, and APAC regions.
- Collaborated with non-finance IT project leaders to help them understand the financial implications of their projects and provided recommendations for contract negotiations, including the consolidation of similar contracts to optimise costs.

Skipton Building Society

(August 2011 to June 2013)

Retail Margin Analyst

Responsibilities:

- Support the management of mortgage and savings margins through the production of robust financial and commercial plans. This is done through challenging and providing recommendations for product proposals, providing monthly analysis on performance versus plan and forecast and engaging in scenario planning for future book composition.
- Support the development of a 3 year plan and rolling forecasts for Savings and other income so that the society's objectives in relation to profit or contribution, margin, ROCE, commission income, savings flows and sales are achieved.

EDUCATION AND PROFESSIONAL QUALIFICATIONS

- Completing PhD in Accounting & Finance (Part-time)
- MSc in Accounting (Merit)
- Association of Chartered Certified Accountants Fellow member (FCCA).
- Association of Accounting Technicians (AAT) Member
- National Certificate in Integrated Rural Development
- Associate Member – Global Association of Fraud Examiners (AFE)