

Gemma Hall

DIGITAL EXPERIENCE · CONTENT DESIGN · UX RESEARCH · AI GENERATIVE CONTENT

gmfhall@gmail.com
+44 (0) 7869071875

Portfolio:
gemmahall.com

LinkedIn:
Gemma Hall

education

MSc UX Engineering
Goldsmiths, University of London
2023 - 2024
Distinction · Gold Award

BA Multimedia Journalism
James Cook University
2010 - 2014
Upper Second-Class Honours (2:1)

skills

- User & audience research
- Qualitative & quantitative methods
- Research planning & fieldwork
- Participant recruitment
- Information architecture
- Usability evaluation
- Survey design & analytics
- Reporting & presentations
- AI-assisted prototyping
- Generative AI content
- AI image & video generation
- Figma · Miro
- Digital content & coordination

about

UX researcher with a decade of newsroom experience across the UK and Australia, and an MSc in UX Engineering from Goldsmiths, University of London (Distinction, 2024). I work across independent and client-facing research, choosing methods to understand users, evaluate digital experiences and test design decisions. I turn findings into information architecture, design recommendations and reports for UX and non-UX audiences. My consultancy experience spans research planning, participant recruitment, analysis, prototyping and presenting recommendations to stakeholders. I bring clear communication, editorial judgement and experience delivering work to tight deadlines.

work experience

Independent UX Researcher

London | Jan 2024 - Present

Independent UX research practice covering the full research process, from planning and fieldwork to analysis and recommendations.

- Plan and structure research projects, including objectives, methodology, discussion guides, test plans and participant criteria.
- Select and apply methods to understand user needs, evaluate digital experiences and test how people find and use information.
- Recruit and coordinate participants, manage testing logistics and incentive administration.
- Analyse findings and translate evidence into clear recommendations for UX and non-UX audiences.
- Review websites, services and prototypes, and create research materials and prototypes using Figma and Miro.

UX Consultant

Gain, London | Mar 2026 - Sept 2026

Delivered UX research and design support across digital services, alongside internal service-design work.

- Planned and conducted user research across discovery, design and evaluation.
- Developed research plans, discussion guides and test materials; recruited and scheduled participants and coordinated fieldwork logistics.
- Analysed qualitative and quantitative evidence, including website analytics, to identify patterns, usability issues and opportunities.
- Translated findings into information architecture, wireframes and prototypes, refining designs through iterative testing.
- Produced reports and findings presentations for client stakeholders and colleagues.
- Conducted heuristic evaluations and expert reviews of websites and digital services.

work experience

Creative Shooter and Content Editor

News UK, London | Jan 2022 - Apr 2023

- Created and edited video content for major shows including The Talk, covering UK and international segments.
- Executed live broadcasts and breaking news coverage, coordinating with teams to hit tight transmission deadlines while maintaining broadcast standards.

Camera Operative and Media Editor

GB News, London | Jun 2021 - Jan 2022

- Operated and edited news segments for the launch of a new UK news channel, delivering live coverage across an 18-hour broadcast schedule.
- Developed content for broadcast and social platforms, coordinating with reporters and presenters under time pressure.

Field Operator and Content Creator

Australian Broadcasting Corporation, Melbourne | Nov 2016 - Mar 2023

- Produced and edited video content for national programmes including News Breakfast and The Business, managing ENG cameras, audio and lighting for live and recorded segments.
- Coordinated live broadcasts and technical setups, including IFB and live links, while balancing multiple deadlines.

Broadcast Camera Operator

Freelance, Melbourne | Aug 2016 - Nov 2017

- Provided freelance ENG camera operation for breaking news and live events across Melbourne and Victoria, delivering high-quality footage to tight deadlines.

ENG Operator and Editor

Seven Network, Mackay | Oct 2014 - Aug 2016

- Produced and edited nightly news bulletins, operating Sony ENG cameras, audio and lighting equipment, and training and scheduling camera/edit teams.

Medical Imaging Operator

Queensland Health, Townsville | Nov 2008 - Oct 2014

- Audited and digitised medical imaging data and coordinated facility operations, improving the accuracy and accessibility of patient records at BreastScreen Townsville.

volunteering

Welcome Team Volunteer
Assistant
Queer Britain Museum
Mar 2026 - Present

Student Representative
Goldsmiths University
Sept 2023 - Sept 2024

personal details

Australian national
Fully authorised to work in the UK

London, United Kingdom

interests

- Water sports
- Film & television
- Media & storytelling
- Travel
- Global current affairs
- LEGO building