



WHY YOU COULD WORK IN UX RESEARCH

WHY STUDY ANTHRO

- 1 Humans are facing some of the toughest challenges we have.
- 2 We are living in an increasingly interconnected & strained world.
- 3 Tech like AI, robotics & genetics will radically disrupt society.

HOW IT MATTERS

- 1 Anthropologists are well suited to get to the root of wicked problems.
- 2 Our human centered approach helps us work across boundaries.
- 3 The critical perspective is a suitable force for calling truth to power.

WHAT I DO AT WORK

- 1 Conduct mix-methods consumer and user research.
- 2 Act as culture broker in leading cross-functional teams.
- 3 Co-create with stakeholders to innovate responsibility.



ABOUT ME

Founder & Coach at Azimuth Labs and Anthro to UX
Head of Product & Experience at Cloudshadow

