

Rachel Lawerh,, PhD Student, MPH, BSc
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I am a Public Health Professional, creative visual storyteller, and User Experience Researcher with unique focus on using mixed methods research to identify and solve complex social issues. I am currently a PhD Student looking to transition into user experience industry where I can apply my relevant skills to improve target audience's experiences and satisfy business goals.

Work Experience

University of Montreal **Research Agent**
January 2022- June 2022

- Conducted discovery research to understand target audience experience and journey with school water and sanitation resources
- Conducted competitive research to understand market
- Held ideation sessions to create personas, scenarios, and journey maps to guide actionable insights
- Worked with a cross-functional team to apply design inclusive thinking solutions
- Communicate findings using strong visual story methods

Research, Monitoring and Evaluation Officer, Total Family Health Organisation, Accra Ghana 07/2018- 01/2022

- Held ideation sessions with cross-cultural and multi-functional teams to support the iterative design of innovative solutions to satisfy both target audience and stakeholders.
- Managed the designing, planning, and conduct of user experience research and analysis, communication, and the provision of insightful recommendations to satisfy target audience and stakeholders.
- Proposed and developed strategic generative and evaluative research that helped identify critical questions and solutions to improve target experience
- Built strong partnership and collaborations with stakeholders, multicultural and multifunctional cross-cultural teams to ensure harmony in flow of work.
- Led in strategic decision-making regarding appropriate research studies and relevant budget in development of yearly research plan
- Kept up to date with research knowledge and techniques

- Advocated for inclusion and target audience interest always.
- Conduct evaluative research to shape ongoing projects and improve impact
- Ensure measurement of key performance and impact indicators are considered throughout all phases of project
- Communicated findings to diverse range of audience
- Mentored and positioned interns within multifunctional teams to ensure growth and knowledge translation
- Managed data teams and provided training and technical support

Field Coordinator (Consultancy), Population Services International Ghana. Support for International Family Planning Organization (SIFPO 2) 06/2017- 09/2017

- Synthesized and analyzed findings to address stakeholder and target audience needs.
- Conducted generative research to support research needs to contribute to impact.

Field Supervisor (Ghana Aids Commission, Takoradi), School of Public Health, University of Ghana, Accra 04/2013- 03/2015

- Managed and coordinated data generation needs of research team
- Synthesized data into actionable evidence backed recommendations to improve impact

Skills

Qualitative research methods	Mixed methods research methods
Communication	Collaboration
Problem solving	Leadership
Multitasking	Creative thinking
Detail oriented	

Education and Certification

User Experience Research and Design Certificate in User Experience- UX Research Specialty	University of Michigan via Coursera	2022 (ongoing)
PhD Population Health	University of Ottawa, ON, Canada	2025 (ongoing)
Master of Public Health	University of Ghana, Accra, Ghana	2019
BSc. Administration	University of Ghana, Accra, Ghana	2017