

# MISATO EHARA

Senior Service Designer

**Address:** Flat 3, 44 Brondesbury Villas, London, NW6 6AB

**Phone:** +44-73-67-650-560

**Email:** misatoehr@gmail.com

**[Website](#) / [Linkedin](#)**

## SUMMARY

---

- **I have a record of experience in running complex service design programmes**, using the full range of qualitative and quantitative research methods to uncover root problems and build a shared understanding of user needs across the organisation and leadership.
- **I translate research into action** by working closely with stakeholders at all levels to ensure insights lead to meaningful improvements in services and products, even when it's tough.
- **I am committed to building capability and efficiency in service design practice**, including mentoring colleagues and leveraging AI and other technologies to reduce administrative work and focus energy on high-impact, strategic work.

## EXPERIENCE

---

12/2024 -  
present

### WELLCOME TRUST - LONDON

Senior Service Designer

- **Played a central role in three concurrent service design programmes spanning 35+ stakeholders across all six departments**, from frontline staff to C-level, helping establish service design as a sustained organisational practice at Wellcome, in collaboration with the Associate Director of User Experience.
- **Demonstrated significant impact that a senior stakeholder independently advocated** for more service design resource, recognising the strategic value delivered at a Digital & Technology leadership meeting.
- **Led research and co-design across both programmes from discovery through solution design**, including weekly co-design sessions, service blueprinting, and jobs-to-be-done analysis to build shared understanding of complex organisational problems.
- **Developed and evaluated multiple solution options** with product managers, built an AI-assisted prototype, and communicated a clear vision to directors and the C-suite to drive informed endorsement of the solution development.
- **Mentored a junior researcher and service designer to lead projects independently**, building internal capability in both user research and service design.

4/2022 -  
12/2024

### WELLCOME TRUST - LONDON

User Researcher

- **Led all aspects of user research within a cross-functional agile team** in preparation for the launch of [Wellcome Funding](#), a new online system for submitting, reviewing, and managing grant applications and awards at Wellcome Trust.
- **Conducted 60+ usability tests in three months ahead of MVP launch**. Introduced 'Severity Decision Tree' to help PM prioritise which issues to fix before launch. From a total of 142 issues, we addressed 72 issues classified as 'severe' to 'serious'.
- **Collaborated with PMs and UX practitioners to define impactful UX success metrics to measure and established roadmap**, enabling iterative product improvement for post MVP launch.

## EXPERIENCE

---

04/2021 -  
04/2022

### LONDON STOCK EXCHANGE GROUP - LONDON

User Researcher

- **Led several discovery research to uncover what finance engineers need** to integrate with CodeBook, a customised Jupyter Notebook for Refinitiv's data platform, into their workflow. Findings guided a PM to develop the product roadmap for business success and user satisfaction.

## EDUCATION

---

2019 -  
2021

### KINGSTON UNIVERSITY - London

Distinction

MA - Curating Contemporary Design in Partnership with the Design Museum

- **Led a multidisciplinary team in conducting competitor analysis, and working with design engineers to create the website for The Design Film Festival.** The website received over 5,000 visitors from around the world.

2013 -  
2018

### KEIO UNIVERSITY - Tokyo

2:1 equivalent

BA - Majored in Design Research / Minor in Psychology (with year abroad)

- **Led a 16-day ethnographic research** with Japan's largest furniture company, studying unique independent shops across six towns in Japan, **engaging with over 200 people** to inform the design of office spaces that encourage spontaneous interactions and teamwork.

## VOLUNTEERING EXPERIENCE

---

2020-  
Present

### THE UX REVIEW- LONDON

Founder and Editor

- **Started a free blog with 30 interviews featuring leading UX professionals:** It's been featured in UX Collective. Subsequently I have mentored several aspiring UX Researchers who found me through the blog.

## DESIGN SKILLS

---

- Miro - Fluent
- Figma - Intermediate
- Webflow - Beginner

## LANGUAGE SKILLS

---

- Japanese - Native
- English - Full Professional Proficiency
- Python

## CERTIFICATES

---

- Certified SAfe 5 Agilist