

# Maryam Irekeola

+447438289732 | irekmaryam@gmail.com | [LinkedIn](#) |

## PROFESSIONAL SUMMARY

---

Curious and impact driven PhD researcher with experience in qualitative and mixed-methods research on human behaviour, decision-making and sustainability, and a strong interest in contributing to social impact projects. Experienced in collaborating with universities, local councils and charities to design studies, collect and analyse data, and translate findings into clear, actionable recommendations

## KEY SKILLS

---

### Technical Skills

- Quantitative research (interviews, field research, focus groups).
- Survey and interview design
- Thematic analysis and Insight synthesis
- Systematic literature review and scoping studies
- Research planning, scoping and protocol development
- Data collection, analysis, and reporting
- Ethical and inclusive research practices
- Sustainability frameworks and environmental/ social impact research
- Stakeholder Engagement and participatory approaches
- Clear insight communication for non-specialist audiences.
- Tools: Excel, Figma, Miro, Trello, Notion, Microsoft Office Suite, Maze.

### Soft skills

- Written and verbal communication
- Problem-Solving & Analytical Thinking
- Empathy and active listening
- Collaboration
- Adaptability
- Data storytelling
- Attention to detail

## EXPERIENCE

---

### PhD Researcher | Kingston University

Feb 2025 – Present

- Conducting a systematic literature review on CEO behaviour, overconfidence, and sustainability-related decision-making.
- Developing conceptual and measurement frameworks (e.g. Key Value Indicators) to assess sustainability and stakeholder value.
- Designing and conducting qualitative research, including interviews and document analysis, to understand organisational decision processes.
- Presenting work-in-progress in internal seminars and incorporating feedback into research design

- Led the research and content development for a hackathon toolkit designed to support lecturers in planning and delivering hackathons.
- Conducted interviews and qualitative research with academic staff to understand challenges faced by both first-time and experienced organisers.
- Synthesised research findings into clear, structured content that translates best practice into practical guidance.
- Designed the content framework and authored all toolkit materials, ensuring clarity, accessibility, and ease of use.
- Collaborated with design and media teams to align research insight with visual storytelling and final delivery.

- Conducted qualitative interviews with international students to explore lived experiences and challenges within the local community.
- Recruited participants using ethical and inclusive approaches, ensuring diversity and informed consent.
- Analysed interview data to identify recurring themes and insights relevant to council initiatives and service planning.
- Documented findings clearly to support understanding of international student needs and inform future engagement approaches.

- Conducted primary research to understand resident needs, priorities, and barriers to engagement.
- Analysed qualitative findings to identify themes, risks, and opportunities for intervention.
- Contributed to strategy reports that informed funding and programme decisions, leading to a 25% increase in community participation.

- Designed and analysed surveys, interviews, and field research.
- Synthesised qualitative data into structured insight reports used by stakeholders to inform strategy and planning.
- Collaborated with multidisciplinary teams to support the development of three new initiatives grounded in evidence and insight.

SELECTED UX RESEARCH PROJECTS

Wellness App for International Students (Design Thinking Approach)

- Conducted interviews and surveys to collect user insights, ensuring data accuracy and reliability.
- Planned and executed usability studies, interviews, and surveys to inform design and decision making.
- Translated research findings into actionable recommendations for product and service improvement.
- Applied ethical and inclusive research practices when working with diverse user groups

EDUCATION

**Research Focus:** Human decision making, Corporate Sustainability

**MSc User Experience Design | Kingston University, London**  
(Merit)

**Sept 2023 - Sept,2024**

**Bachelor of Science | Federal University of Agriculture Abeokuta**  
Hospitality and Tourism. (Taught in English) GPA: 4.12 (Second Class Upper)

**May 2013 -Aug 2019**

**LEADERSHIP AND VOLUNTEERING EXPERIENCE**

**London E-Waste Hackathon**

- Co-developed a digital solution for e-waste recycling; presented to industry experts.

**Nov 2024**

**Prop Hack Event Hackathon**

- Part of the 2nd-place team proposing a reimagined property ownership model, praised for user-centricity.

**Feb 2025**

**ADDITIONAL INFORMATION**

Languages: English (Proficient), Yoruba (Proficient), French (Basic conversational)  
Interests: Sustainability Research