



EUAN COLLEY

euancolley.com

hello@euancolley.com

+44 (0) 7876 822527

EDUCATION

UX Design Institute

Professional Certificate in UI Design
Professional Diploma in UX Design

University of Glasgow

Product Design Engineering
(left early to start Pio Design)

SKILLS

UX Research

Interviews,
Usability testing,
Surveys,
Diary studies,
A/B testing,
Tree testing,
Card sorting,
Contextual inquiry,
Insight synthesis,
Statistical analysis
Repository management

UX Design

Wireframing,
Prototyping,
Interaction design,
Heuristic evaluation,
UX metrics,
Design systems,
accessibility-focused design,
Design workshops
Figma
Adobe XD
Adobe Creative Suite

WORK EXPERIENCE

Trade Me – UX Research Operations Principal

Nov 2022 - Mar 2026

Led UX research operations and strategy for New Zealand's 5th most visited website, supporting product, marketing, and sales teams across the organisation

- Increased research output 4x in 3 years with no extra headcount or budget by improving workflows, intake, and tooling
- Built and scaled UX research standards across qualitative and quantitative methods
- Created coaching frameworks enabling non-researchers to run research with governance support
- Embedded continuous discovery practices within product/design teams
- Conducted UX research including usability testing, interviews, and surveys
- Delivered UX design support including heuristic reviews, UX metrics, and design workshops
- Built 2 web-apps from scratch to support stakeholders with analysis and synthesis of qualitative research data

Estendio – Chief Product Officer

Mar 2019 - August 2022

Founded and led product, design, and engineering functions at an accessibility-focused edtech company

- Built and led product, UX design, and engineering teams from scratch
- Defined product vision, strategy, and roadmaps across product lines
- Owned UX research with a focus on inclusive research with users with disabilities
- Led UX design direction with strong accessibility focus
- Contributed to 10x revenue growth and international expansion

Pio Design – Founder, Head of Product

May 2015 - Feb 2019

Founded a hardware/software startup designing a creative keyboard for digital creators and gaming audiences

- Led end-to-end product design, UX research, and prototyping
- Ran iterative user testing to validate and refine product direction
- Built and managed a small product and engineering team
- Raised funding and managed business strategy and partnerships
- Developed patented intellectual property