

# MAX H. MINCHIN

Product Designer | MSc UX Design  
Dual UK/US Citizen

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**Portfolio:** [maxminchin.com](https://maxminchin.com)

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## Summary

UX Designer (UED) focussed on research-led UX, interaction design, and accessible UI (WCAG). Award-recognised work in autonomous vehicle communication, with experience translating research into clear design recommendations across health, travel, and immersive experiences.

## Key Skills

- **UX:** interaction design, UX research, usability testing, journey mapping, accessibility (WCAG), wire-framing, prototyping, information architecture, design systems, user flows, personas.
- **Methods:** interviews, survey analysis (UEQ), qualitative synthesis, quantitative analysis (RM-ANOVA).
- **Tools:** Figma, Framer, Maze, Notion, Adobe Creative Suite, SPSS.

## Projects / Experience

**Multimodal eHMIs for Older Pedestrians in AV Yielding Scenario** (2025-2026) - Academic Project • MSc Dissertation

- Designed and evaluated visual, audio, and haptic eHMI concepts to support pedestrian understanding of AV yielding intent.
- Analysed UEQ and interview findings in SPSS (RM-ANOVA) to generate inclusive design recommendations - ran a controlled study with 10 participants across 8 conditions.
- Synthesised quantitative and qualitative insights into clear guidance for clarity, trust, and perceived safety.

**NextStep** - Outpatient Rehabilitation App (2025) - Academic Project • Group Project • UX Designer, Usability Testing

- Designed a human-centred outpatient rehab app supporting appointment booking, community, and exercise tracking.
- Conducted usability tests and iterated the Figma prototype to improve key flows and information architecture.

**Immerseum** - AR/VR Museum Experience (2025) - Academic Project • Group Project • UX Designer, Usability Testing

- Developed a mixed reality museum concept with AR overlays and exhibit interactions.
- Led usability and accessibility testing, prioritised findings, and iterated the prototype in Figma and After Effects.
- Measured usability using the System Usability Scale (SUS).

**Horizon** - Travel Planning App (2025) - Academic Project • Solo Project • UX Designer, Usability Testing

- Designed a mobile travel planner with AI-assisted itineraries and cultural insights.
- Ran competitive analysis and prototype testing to refine navigation, IA, and user flows.
- Conducted usability testing and iterated the Figma prototype to improve key flows and information architecture.

**YouRL** - Social Media Sharing App (2020) - Personal Project • Team Project • UX Designer, Motion Designer, Media Creator

- Designed a mobile app to consolidate social media accounts for quick sharing.
- Ran competitive analysis and prototype testing in Adobe XD; created motion promo videos.

## Education

**MSc User Experience Design, Distinction** - Birmingham City University (BCU) (2025-2026)

**BA (Hons) Animation** - University of Gloucestershire (2018-2021)

## Awards

**Post Graduate XPO** - First Place & Research Excellence Award, BCU (2026)

**Innovation Fest** - Human-Centred Design Winner, BCU (2025)

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