

Bianca Copeland

A well-rounded and adaptable person with experience in research, design, and entrepreneurship.

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- Work Experience

Ipsos B&A

Senior Research Exec • Oct 23'' - present

Currently, as researcher at Ipsos B&A I work across a range of sectors such as wellness, finance, utilities and social. We regularly moderate focus groups, IDIs and ethnographic studies across various markets,

Amplinate

Researcher& designer • Jan 22' - Oct 23''

As a qualitative researcher and designer in a diverse, global team, we conducted a mixed-methodology research both online and in-person to address complex problems.

Sand Dollar Design

UX design intern • Sept 21' - Dec 21'

As an intern at Sand Dollar Design, I worked within a multidisciplinary team as a UX design intern. I completed deliverables in areas of UX strategy, user research, interaction design and visual design.

Tebelo NGO

Graphic designer • Jan 21' - Dec 21'

Graphic designer internship • Jun 20' - Dec 20'

As the graphic designer of Tebelo NGO I was responsible for the creation and maintenance of the brand, website and social media presence.

Freelance

Graphic designer • Jan 20' - Sept 21'

As a freelancer I have done design work for several clients. My most recent client was Maker, graphic design studio. I worked on laying out their previous work in a concise, consistent and creative way that has been used for marketing purposes.

- Education

Ethnographic UX Research

Nielsen Norman group • Sept 23'

Professional Diploma in UX

UX Design Institute, Dublin • Nov 21'

Logo Design Mastery In Adobe Illustrator

Linsey Marsh, Udemy • Apr'21

The Complete Graphic Design Theory for Beginners

Jeremy Deighan, Linsey Marsh, Udemy • Apr'20

Teaching diploma, Ballet

Joy Cooper, Cecchetti society • Dec'17

BA Hons, Performing Arts

Majored in movement and acting
University of Pretoria • Dec '16

- Skills

UX research

Market research

International research

Cross-cultural research

Data visualisation

Storytelling

Wire-framing

Graphic design

- Tools

Dovetail, Figma, Adobe suite, Affinity suite, Microsoft Office, Google Workspace, Keynote, Indemo