

Paul Hill

Human-Centred Research & Innovation

+447779031906 | hi@peejhill.com | www.peejhill.com | linkedin.com/in/paul-hill

Profile

As the co-founder and Director of Human Insight & Innovation at Thunk, I have spent the last six years dedicated to exploring and understanding the core of human experiences. With the teams we work with I lead research to deliver deep insights into human behaviour, needs, and motivations, ensuring our work drives impactful, human-centred design and innovation. My approach is grounded in empathy and a relentless curiosity about the why behind human actions.

Key Skills

- Human-centered research
- Empathy-driven methodologies
- Discovery and ideation facilitation
- Qualitative & quantitative research
- Prototyping and usability testing
- Design thinking & innovation strategy
- Cross-functional team leadership
- Workshop facilitation & Design Sprints

Experience

Thunk – Director of Human Insight & Innovation (Co-Founder)

2019 – Present | UK & Worldwide

- Co-founded Thunk, delivering human-centred research and design to clients such as Twitter, NHS, Babylon Health, Connected Places Catapult and Reed.
- Led multiple research teams in uncovering actionable insights into human behaviour, enabling clients to create products and services that solve real problems for users.
- Developed and implemented empathy-driven research methodologies to inform innovation strategies and product design.
- Focused on the 'why' behind human actions, translating deep insights into innovative and impactful design decisions.
- Managed end-to-end research processes across multiple sectors, from discovery through design and testing.

NHS Digital – Lead Interaction Design & Research

2017 – 2019 | Leeds, UK

- Led the research and design for digital prescription concepts integrated into the NHS App, presented at the Pharmacy Show 2017.
- Developed data-driven designs for improving medical data collection and submission systems.
- Facilitated numerous co-creation workshops and design sprints for healthcare solutions, driving stakeholder engagement and collaboration.

Sky Bet – Lead Experience Architect + Interim Head of UX

2016 – 2017 | Leeds, UK

- Introduced and implemented Lean UX methodologies across the business, integrating fortnightly user research as standard practice.
- Led a team of experience architects and established a £30,000 user research lab to enhance usability testing and design validation processes.
- Spearheaded design thinking workshops, aligning cross-functional teams with user-centered design principles.

Perform Group – User Experience Manager

2013 – 2016 | Leeds, UK

- Built and led a UX team, overseeing the redesign of Goal.com. Improved the live match experience by 48% across devices.
- Designed the user research and design strategies for consumer-facing products, driving measurable improvements in engagement and satisfaction.

Various Digital Roles – Research & Design

1999 – 2013 | Leeds, UK / Sydney, Australia

- Led UX research and design for major projects, including Orange Home Broadband and the first release of Orange apps for iPhone.
- Worked with ABC on interactive design for children's content and Proctor & Gamble on digital media projects.
- Directed R&D projects, using ethnographic research and prototyping to innovate in home automation and mobile applications.

Education

B.A. (Hons) Interactive Multimedia
Staffordshire University | 1997 – 2001