

Aleks Vladimirov CSi (Chartered Scientist)

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June 2021 - Present **Senior Researcher | Adapt Inc. Research Labs / Environment Agency UK**

- _Using a variety of qualitative and quantitative methods to facilitate policy implementation digitally
- _Researching around the reforms in line with the climate strategy of the government
- _Creation of a behavioural science strategy from ethics to research and user-centred design
- _Facilitating research with individuals and groups across a variety of the UK population
- _Translating findings into understandable reports for stakeholders across the 4 UK nations

September 2017 - Present **Part-time PhD Researcher | Manchester Metropolitan University**

- _Conducting part-time PhD research focused on [“behavioural economics”](#) and [“place branding”](#)
- _Trained in qualitative and quantitative methods
- _Trying to stay involved with the [regional agenda](#) nationally as well as [internationally](#) as a “fan”
- _[Editing and writing](#) for city and regional marketing related platforms for knowledge exchange
- _Recording [a podcast](#) and [producing another](#) on the topics of people, place and technology

September 2019 - June 2021 **Researcher | Capgemini / HMRC and Home Office**

- _Conducting mixed-methods research across multiple government agencies providing digital services
- _Using a range of research techniques to elicit insight and confirm hypotheses to inform design decisions
- _Facilitating evidence-based decision-making in an area of ethical and political tension - EU Exit
- _Leading private sector organisational research in employee experience in response to Covid

May 2017 – April 2019 **Partnerships Manager | Shrewsbury Business Improvement District**

_Co-produced and researched a place [vision looking to improve the quality of life](#) of residents

_Enabled research with [MHCLG High Streets 2030](#) report gathering evidence for [High Streets](#)

_Set up an annual [Darwin Festival](#) to celebrate the impact of science on society

_Board member of the Marches Nature Partnership helping the collaboration across three regions

January 2013 – April 2016 **Multiple Marketing Roles | Muller Yogurts and Mondelez International**

_Pan-European roles that included licensing and brand-building of new brands

_Trained stakeholders across business units on a user-centred brand building framework

EDUCATION

2011 - 2013 **MSc Marketing and Strategy | Warwick Business School**

2008 - 2011 **BSc Business and International Relations | Aston University**

MEMBERSHIPS AND CERTIFICATES

_Chartered Scientist | Science Council - Code of conduct for Chartered Scientists [is available here](#)

_ Interaction Design Certifications - [accessibility](#), [data driven design](#), [formal design methods](#), [HCI](#)

_BehaviouralEconomics.com - [Ethics for Behavioural Science certificate](#)

_Postgraduate Fellow | Royal Geographical Society

_Member | Operational Research Society