

## MARIE CLEGG

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### PROFILE

- Freelance assessor currently working for the Patient Information Forum (PIF) - assessing members on the PIF TICK scheme.
- Health information specialist offering consultancy and support for charities, pharma companies and medical device manufacturers.
- Highly experienced in planning, conducting and reporting on readability and usability studies with patients and the general public.

### KEY SKILLS

- Significant experience in assessment and consultancy for organisations producing health information.
- Excellent communication, analytical and report-writing skills.
- Strong background in customer service working with clients, PIF members and the general public.
- Excellent organisational skills, with an ability to take initiative and manage own schedules.
- Committed to high standards and continual professional development.
- Highly experienced with MS Office 365, Adobe Creative Cloud and project management software.

### EDUCATION

2020	Leeds City College, City and Guilds Level 3, Digital marketing: Metrics and analytics
2017	Leeds Art College, Graphic Design (Short course)
2012 – 2013	Bradford College, PGCE Primary – Pass with Merit
2004 – 2007	University of Leeds, BSc Psychology – First Class Honours.
2002 – 2004	Bingley Grammar School, A Levels: Psychology (A), Biology (A), Chemistry (A), General Studies (A)
1999 – 2002	Bingley Grammar School, 9 GCSE's: A* to B

### EMPLOYMENT HISTORY

Apr 23 – Present	<b>Director, A Picture of Health Ltd</b> <ul style="list-style-type: none"><li>• Conduct readability studies to test Package Leaflets and Instructions for Use</li><li>• Review of health information for charities</li><li>• User research and engagement with patients, the public and healthcare professionals (remote and in-person interviews or focus groups)</li><li>• Consultation and support for charities, pharma and health comms agencies aiming to achieve PIF TICK accreditation</li><li>• Creation and editing of infographics and pharma labelling</li></ul>
Oct 23 – Present	<b>Freelance PIF TICK assessor for The Patient Information Forum</b> <ul style="list-style-type: none"><li>• Analyse and quality assess the information production processes of charities, pharma and health comms agencies to check compliance with PIF TICK criteria</li><li>• Provide support and consultancy for PIF TICK members who are developing production processes</li><li>• Report writing</li><li>• Review assessment criteria, member feedback and drive improvements for members</li></ul>
Oct 22 – Present	<b>Freelance Information Officer for The Bone Cancer Research Trust</b> <ul style="list-style-type: none"><li>• Write, edit and review health information for people affected by bone cancer</li><li>• Responsible for maintaining PIF TICK accreditation and the charity's information production process</li><li>• Management of clinical reviews</li><li>• User test information resources with patients and the public, including conducting usability and accessibility testing of websites</li><li>• Editing and proofreading artworks</li></ul>

<b>Feb 20 – April 25</b>	<b>Human Factors Consultant, Inspired Usability (employed then went freelance in Nov 21)</b> <ul style="list-style-type: none"> <li>• Project management of human factors studies</li> <li>• Client consultancy</li> <li>• Draft protocols and reports for the testing of medical devices, such as autoinjectors and pre-filled syringes</li> <li>• Management of recruitment</li> <li>• Moderation and observation of in-depth interviews with study participants</li> <li>• Data review and analysis</li> <li>• Quality review of protocols and reports</li> <li>• Draft regulatory documents for Human Factors Engineering submissions, such as application specifications, comparative analysis and summary reports for medical devices</li> <li>• Write proposals for new sales leads and scope costings</li> <li>• Literature searches on PubMed and Google Scholar</li> <li>• Manage company marketing and WordPress site</li> </ul>
<b>Nov 19 – Feb 20</b>	<b>Senior User Researcher, Care Quality Commission</b> <ul style="list-style-type: none"> <li>• Design, plan and lead user research</li> <li>• Conduct contextual inquiry, ethnographic and user interviews</li> <li>• Produce user journeys, discussion guides, test plans and research briefs</li> <li>• Design and lead workshops with clients and present findings to wider team</li> </ul>
<b>Nov 16 – Oct 19</b>	<b>Project Manager, Luto Research Ltd</b> <ul style="list-style-type: none"> <li>• Line management of staff</li> <li>• Assisting with day-to-day company operations</li> <li>• Scoping of projects, identifying client's requirements, selecting appropriate research methodologies to meet objectives and writing proposals</li> <li>• Recruitment of participants to take part in testing</li> <li>• Quality checking and editing artwork</li> <li>• Print of leaflets for testing</li> <li>• Conduct qualitative 121 interviews to user test information and usability test devices, and collect supporting evidence, such as videos and pictures</li> <li>• Data collation and produce report appendices</li> <li>• Draft and train out internal procedures</li> <li>• Purchasing</li> </ul>
<b>Sep 16 – Nov 16</b>	<b>School Research Co-ordinator, Born in Bradford (temporary contract)</b>
<b>Oct 14 – Sep 16</b>	<b>Project Manager, Luto Research Ltd</b>
<b>Apr 14 – Sep 14</b>	<b>Project Assistant, Luto Research Ltd</b>
<b>Sep 13 – Apr 14</b>	<b>Reception Teacher, Allerton Primary School</b>
<b>Apr 12 – Aug 12</b>	<b>Freelance Designer, Tigerprint UK</b>
<b>Sep 11 – Jan 12</b>	<b>Part-time Teaching Assistant, Menston Primary School</b>
<b>Mar 11 – Jan 12</b>	<b>Part-time Head of Marketing, Shipley Print (UK) Ltd</b>
<b>Jan 08 – Feb 11</b>	<b>Office Manager, Shipley Print Co. Ltd.</b>

## REFERENCES

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Available upon request:

**Dan Wills**, Quality Manager at The Patient Information Forum

**Miranda Newbery**, Director at Inspired Usability