

JESSICA TOALE

APPLIED PSYCHOLOGY

CONTACT

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Dublin, Ireland

SKILLS

Sales-orientated

Interpersonal skills

Team management

Visual design

EDUCATION

IADT

Applied Psychology

2021 - 2025

Modules: Research Methods & Statistics, User Experience Research, Cognitive Psychology, Developmental Psychology, Cyberpsychology, Interaction + Visual Design, Neuroscience.

First-year project: Developed a high-fidelity prototype of a themed website called Women in Psychology using Figma. This presented me with an understanding of the core principles of UX/UI design.

Second-year project: created a low-fidelity paper prototype for an app centered around career guidance for students. This project enabled me to gain in-depth knowledge about user interfaces and user needs, using principles such as persona's, empathy maps, competitive analysis, and journey mapping.

INTERESTS

I enjoy spending time in nature and staying active daily. Passionate reader; I like to expand my knowledge, and explore new ideas. I love to travel, experience different cultures and meet new people. Enthusiast of photography and visual design.

PROFILE

Fourth-year psychology student with a keen interest in the intersection of psychology and technology. Completed FETAC Level 5 courses in both Photography and Psychology, along with a coding course in HTML and CSS. Five years of experience in retail and hospitality, bringing strong customer service skills and adaptability in fast-paced settings. Skilled in report writing and creating supportive, inclusive spaces.

WORK EXPERIENCE

Sales Associate

Holland and Barrett

10/2023 - present

- Gained extensive experience in customer service and sales with Holland & Barrett.
- Trained rigorously in product knowledge and health-related guidance, enabling me to confidently assist customers with a range of wellness needs, from nutrition and supplements to lifestyle changes.
- Provided tailored recommendations, addressing specific health goals and ensuring compliance with company standards on health advice.
- Through this role, I received comprehensive training in health, nutrition, and wellness, which deepened my expertise in guiding customers toward informed choices.
- This training equipped me to provide accurate, empathetic support, ensuring each customer felt heard and understood in their health journey. I also developed strong skills in product knowledge and stock management, contributing to a supportive and informative in-store experience.

Undergraduate Research Assistant

Nurservicio, Rome Italy

05/2023 - 07/2023

- Wrote technical papers to share research findings with peer-reviewed journals and the wider academic community.
- Analysed and interpreted results from personal and collaborative research, generating original insights.
- Supported staff and students involved in research, addressing challenges to meet objectives and deadlines.
- Maintained regular meetings with a faculty supervisor for feedback and guidance.
- Developed internal connections and participated in networks to exchange information and foster future collaborations.

Customer Service

Dunnes Stores

05/2018 - 05/2022

- Consistently maintained high customer satisfaction by efficiently resolving issues, addressing product questions, and handling complaints.
- Managed phone inquiries, processed refunds and exchanges, and facilitated home deliveries.
- Entrusted with handling large sums of cash, often overseeing store opening and closing procedures.
- Built strong customer relationships through courteous, professional communication and processed payments swiftly to minimise wait times during peak hours.