

ALINE MÄHR

Senior User Researcher

Trained in cognition, research methods, and data processing, combined with 5+ years of experience in user research, I know how to generate and activate data-driven insights. For me, user research means supporting product development by informing and validating the creation of meaningful products and experiences for our users; assisting leadership in their decision-making by providing user insights; and most importantly, being the users' advocate.

EXPERIENCE

SENIOR USER RESEARCHER

Nets A/S, 03/22 - present

As member of the design team, I collaborate with Product Managers, Designers, Leadership, and Developers, providing tangible user insights and actionable design input. My responsibilities include scoping, planning, and conducting product-specific and foundational user research focused on our B2B digital products accompanying payment services. Additionally, I define & monitor UX KPIs to continually measure the success of our design improvements.

UX RESEARCHER & DESIGNER

Ambu A/S, 09/20 - 02/22

Engaged in supporting physical product development and GUI design, I interacted with Healthcare Professionals to understand their needs when using and interacting with medical imaging devices. Applying various research methods and facilitating a participatory design approach, I played a key role in the design process.

UX ANALYST

Designpsykologi A/S, 01/18 - 05/20

Engaged in supporting physical product development and GUI design, I interacted with Healthcare Professionals (HCPs) to understand their needs when using and interacting with medical imaging devices. Applying various research methods and facilitating a participatory design approach, I played a key role in the design process.

REFERENCE

THOMAS KOESTER

Human Factors Specialist at Noble Drilling A/S
Former senior supervisor at Designpsykologi
40 13 49 31

SKILLS

- Qualitative User Research
- Early Design Exploration
- Quantitative Methods
- UX Reviews (Heuristics)
- Cognitive Linguistics
- Human-Centred Design

EDUCATION

MA IN COGNITIVE SEMIOTICS

University of Aarhus, 2017

MA closely linked to cognitive science with a focus on information processing. The curriculum included cognitive linguistics, understanding of perception systems, social cognition and the human brain.

BACHELOR OF ARTS

University of Zurich, 2015

Major in Scandinavian Studies; Minors in Philosophy and Media & Communication Studies

STRENGTHS

Communication: I communicate directly, honestly and fluently in DE, DK, EN

Problem-solving: I analyse to get to the root cause and identify opportunities

Teamwork: I thrive in inclusive and diverse teams with an open but respectful feedback culture

PERSONAL



garden



knitting



bassoon

