

# ALINE MÄHR

## 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 - current

As part of the design team, I collaborate with PMs, designers, leadership and developers, providing tangible user insights and actionable design input. I scope, plan and conduct product-specific and foundational user research focused on our B2B digital products accompanying payment services. Additionally, I defined and monitor UX KPIs to continuously measure the success of our design improvements.

### UX RESEARCHER & DESIGNER

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

Supporting physical product development and GUI design, I engaged with HCPs to understand their needs when using and interacting with medical imaging devices. Throughout the design process, I applied various research methods, while facilitating a participatory design approach.

### UX ANALYST

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

I had project responsibility within our UXLab, designing and conducting user tests for Medtech clients. I applied usability heuristics and levels of cognition to review, iterate and create visual and written material for clients from the Pharma and public sectors.

## 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 direct, honest and fluently in DE, DK, EN

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

Teamwork: I grow in inclusive & diverse teams with an open but respectful feedback culture

## PERSONAL



garden



knitting



bassoon

