



# Ana Lúcia Coimbra

UX/CX Researcher & Strategy  
Healthcare & Tech Specialist

UX/CX Researcher specialising in healthcare and tech domains, with a proven ability to uncover meaningful user insights through diverse research methodologies. Combines hands-on UX research experience with unique health tech consulting and clinical background to deliver comprehensive insights that bridge user needs with business objectives. Demonstrated success in conducting end-to-end research projects and translating complex findings into actionable recommendations for stakeholders.

## EDUCATION

### OCCUPATIONAL THERAPY

Bachelor's Degree

Polytechnic of Leiria/School of Health Sciences

2009 - 2013

## CONTACT ME

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## WORK EXPERIENCE

### UX Researcher

2024 - 2025

#### Freelancer | Lisbon Metropolitan Area (remote)

- Planned and executed the end-to-end UX research for a freelance project about grocery shopping and price comparison:
  - Conducted generative research using mixed methods (in-person/remote user interviews, observational studies, task analysis, surveys, and competitive analysis) to understand user needs, behaviours, and motivations. Managed the complete research process independently, identifying key insights that informed product decisions, prioritisation, and roadmap planning.
  - Communicated research insights to stakeholders through a detailed 56-slide research report and interactive Miro board containing actionable recommendations, competitive benchmarking and a prioritisation matrix.

### Functional Consultant

2019 - 2022

#### Maxdata Software SA | Lisbon Metropolitan Area (hybrid)

Maxdata is a Portuguese healthcare software company with around 50 employees, specialising in clinical and anatomical pathology labs and blood bank solutions, with additional support for epidemiology and related fields.

- Joined the assistance and support team (in a B2B context and agile environment), specialising in 3 key areas: functional analysis, customer support, and QA analysis.
  - Implemented and configured laboratory software for 5+ healthcare organisations (5 to 800+ users), collaborating with end users to understand their workflows and needs through regular on-site support and observation and with the development team to design adequate product solutions
  - Gathered and documented requirements from diverse stakeholders (physicians, nurses, lab technicians, IT) while providing hands-on software support, developing clear technical documentation that bridged user needs with system capabilities
  - Identified and documented critical user pain points from support ticket analysis, producing content that became the company's highest-viewed FAQ articles

### Business Owner

2017 - 2018

#### Inspiring Care | Porto Metropolitan Area (hybrid)

- Inspiring Care was a healthtech business project that leveraged technology to support therapists in optimising their daily practices for better patient outcomes. I founded it while participating in the "Empreende Já" entrepreneurship programme and the EMER-N business mentorship project.
  - Conducted generative research to understand user needs, behaviours and motivations through user interviews, focus groups and competitive analysis, synthesising findings into actionable insights for product and business decisions
  - Presented detailed business plan and research findings to programme jury and StartUp Portugal assessors, achieving a 4.35/5 final score that validated project viability
  - Delivered research insights and business strategy to business angels through compelling presentations with data visualisations that demonstrated product-market fit

## OTHER ACTIVITIES

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- Authored a systematic review thesis called “The Efficacy Of The Constraint-Induced Movement Therapy in Individuals with Post-Stroke Hemipalsy: A Systematic Review”;
- Collaborated with the development of +3 systematic reviews after finishing formal education.

## LANGUAGES

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- Native Portuguese
- Full Professional English (C1)
- Professional Working Spanish (B2)
- Limited Working French (A2)

## CERTIFICATIONS

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- Certified as an instructor (with a Portuguese certificate of pedagogical competence, issued by the IEFP)
- Several other certifications, including “Programming Foundations with JavaScript, HTML and CSS”, “Fundamentals of Business Analysis”, “Fundamentals of Project Management”, “Strategizing Products and Customer Experiences (SPACE)” and “Improve Your Presentation Writing - Public Speaking - Work Presentations”

## SKILLS

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### HARD SKILLS

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- Knowledgeable in several qualitative and quantitative research methods, including why, how and when to apply them
  - Experience with user interviews, contextual inquiry, observation, surveys, task analysis, user knowledge profiles (personas), thematic analysis, competitive analysis, focus groups, task flows, task optimisation, among others
  - Knowledge of A/B testing, usability testing, customer journey map, among others
- Experienced with behavioural analysis, accessibility standards and best practices, as well as with assistive technology
  - Experience with all kinds of disabilities, including neurodiverse conditions, special needs, neurological pathologies, musculoskeletal pathologies, among others
- Excellent analytical skills
- Experience with the following tools:
  - Miro, Google Workspace suite, Adobe Photoshop, Microsoft Office (mainly, Word and Powerpoint), Dovetail
- Experience with SQL, namely with Oracle and Postgres databases

### SOFT SKILLS

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- A highly curious and empathetic person with an eye for detail and a compassionate heart
- Strong interpersonal communication skills combined with active listening
- Excellent writing skills (both in English and Portuguese)
- Problem-solving mindset and excellent critical thinking
- Great organisational skills and an evangelist for an evidence-based approach
- An advocate for collaboration and teamwork
- Committed to strong work ethics