Ana Lúcia Coimbra

UX/CX Researcher & Strategy
Healthcare & Tech Specialist

UX/CX Researcher specializing in healthcare and health 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 of Applied Science – BASc
Polytechnic of Leiria/School of Health Sciences
2009 - 2013

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WORK EXPERIENCE

Functional Consultant — 2019 - 2022
Maxdata Software SA | Lisbon Metropolitan Area, Portugal

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.

- Integrated into the assistance/support team (B2B context), with responsibilities in three key areas: functional analysis, customer support and QA analysis.
  - Implemented and configured laboratory software for 5+ healthcare organizations (5-800+ 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
  - Contributed to the highest-viewed articles to the company's FAQ knowledge base by effectively identifying and documenting common user pain points and solutions based on support ticket patterns

Business Owner — 2017 - 2018
Inspiring Care | Porto Metropolitan Area, Portugal

Inspiring Care was a healthtech business project that leveraged technology to support therapists in optimizing 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 comprehensive user research through interviews, focus groups and competitive analysis to understand therapists' needs and workflows, synthesizing findings into actionable insights for product development
- Presented detailed business plan and research findings to program jury and StartUp Portugal assessors, achieving a 4.35/5 final score that validated project viability
- Developed comprehensive experience strategy through market analysis, competitive benchmarking, and value proposition design, ensuring alignment between user needs and business opportunities

Pediatric Occupational Therapist — 2015 - 2015
APCV | Viseu, Portugal

APCV (Cerebral Palsy Association of Viseu) is a Private Social Solidarity Institution offering diverse support services for individuals with disabilities, emphasising rehabilitation, social integration and vocational training.

- Successful intervention as an occupational therapist in the Outpatient Service:
  - Intervened with 10+ weekly clients after conducting thorough clinical assessments to develop a deep understanding of individual needs, motivations, and challenges to create personalized intervention strategies
  - Collaborated with diverse stakeholders (clients, families, multidisciplinary healthcare team) to establish and track measurable objectives, adapting strategies based on continuous feedback and observed outcomes
  - Designed and optimized intervention using diverse techniques and resources, such as assistive technologies (GRID, Boardmaker, Magic Eye, touchscreens, switches, etc), iteratively adapting approaches based on observed interactions, performance and the established therapeutic objectives

OTHER ACTIVITIES

- Developed a systematic review as a thesis called "The efficacy of the Constraint-Induced Movement Therapy in individuals with hemipalsy derived from stroke: a systematic review";
- Collaborated the development of +3 systematic reviews after finishing formal education;
- Volunteered as a UX Researcher for a freelance project about shopping during 2024/25:
  - Conducting generative research to understand user needs, behaviours and motivations, using methods such as user interviews, surveys, observation, task analysis and competitive analysis. Planned and executed the entire research process (end-to-end) and identified several insights successfully to inform product decisions;
  - Will soon present UX research findings to the stakeholders with a research deck containing all the findings and recommendations.

LANGUAGES

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

SKILLS

HARD SKILLS

- Knowledgeable of several qualitative and quantitative research methods, including why, how and when to apply them
  - Experience with user interviews, contextual inquiry, observation, surveys, task analysis, competitive analysis, focus groups, task flows, task optimisation, among others
  - Knowledge of A/B testing, usability testing, user knowledge profiles (personas), thematic analysis, customer journey map, among others
- Experienced with behavioural analysis
- Experienced with accessibility standards and best practices, as well 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 tools (mainly, Google Docs, Google Forms, Google Drive and Google Meet), Adobe Photoshop, Microsoft Office (mainly, Word and Powerpoint) Dovetail
- Certified as an instructor (with a Portuguese certificate of pedagogical competence, issued by the IEFP)
- Experience with SQL, namely with Oracle and Postgres databases
- Programming foundations with JavaScript, HTML and CSS
- Fundamentals of Business Analysis and Project Management
- Strategizing Products and Customer Experiences (SPACE)

SOFT SKILLS

- A really curious and empathetic person with an eye for detail and a compassionate heart
- Great interpersonal communication skills combined with active listening
- Great writing skills (both in English and Portuguese)
- Problem-solving mindset and excellent critical thinking
- Great organizational skills and an evangelist for an evidence-based approach
- An advocate for collaboration and teamwork
- A great supporter of work ethics