Ana Lúcia Coimbra

UX Researcher

I'm a UX researcher with a background/experience in healthcare and health tech. I'm passionate about analysing what's behind every inch of human behaviour so that I can help in the best way and provide the best possible experience. People are driven by motivations and needs and it's my job to discover them so that I can inform stakeholders and thus contribute to better user-centric products and services. What I bring to the table is my resourcefulness, my versatility and adaptability, and my thirst for knowledge, along with the desire to always do better and be better.
I'm currently looking for new opportunities.

EDUCATION

OCCUPATIONAL THERAPY

Bachelor of Applied Science – BASc

Polytechnic of Leiria/School of Health Sciences

2009 - 2013

CONTACT ME

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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 under 50 employees. They specialize in lab and blood bank solutions, with additional support for epidemiology and related fields.

- Integrated into the assistance and support team (in a B2B context), with responsibilities in three key areas: functional analysis, help desk, and QA analysis.
  - Customized client workflows, offered continuous support and maintenance, collected user/stakeholder feedback, and conducted formal and informal user training.
  - Conducted routine manual software and third-party app testing, including functional, regression, exploratory, integration, and acceptance tests.
  - Produced and maintained 20+ technical documents, catering to both technical assistance and end-user perspectives, covering new features, configurations, and software modules.
  - Provided support through phone, email, and CRM.

Business Owner   2017 - 2018

Inspiring Care | Porto Metropolitan Area, Portugal

"Inspiring Care" was founded as part of the 'Empreende Já' entrepreneurship programme and the EMER-N business mentorship project. It was a project in the digital health sector.

- Successfully completed all the training modules along with a full business plan;
- Conducted generative research to understand user needs, behaviours and motivations, using methods such as user interviews, focus groups and competitive analysis. Planned and executed the entire research process (end-to-end) and identified several insights successfully to inform product and business decisions;
- Presented UX research findings and the business plan to the jury and invited assessors (StartUp Portugal), achieving a final score of 4.35/5;
- Presented the UX research findings and the business plan as a pitch to business angels to demonstrate the product's value in meeting the needs and goals of the target audience.

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, emphasizing rehabilitation, education integration, and vocational training.

- Intervention as an occupational therapist in the Outpatient Service:
  - Application of the Occupational Therapy process (interview, assessment, intervention, reassessment) with over 10 children, teens, and young adults in various settings on a weekly basis;
  - Developed individual therapeutic plans and monitored progress using clinical software.
  - Implemented therapeutic interventions in the assistive technologies room.

OTHER ACTIVITIES

- Volunteered as a UX Researcher for a freelance project about shopping during 2023:
  - Conducted generative research to understand user needs, behaviours and motivations, using methods such as user interviews, surveys and competitive analysis. Planned and executed the entire research process (end-to-end) and identified several insights successfully to inform product decisions;
  - Presented UX research findings to the stakeholder 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, 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

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