Ana Lúcia Coimbra

UX/CX Researcher & Strategy
Healthcare & Tech Specialist

UX Researcher specialising in healthcare and healthtech, with 8+ years of experience understanding users across clinical and technical environments. Background as an occupational therapist and healthcare systems analyst provides deep understanding of complex user needs and workflows that transfer across industries. Skilled in conducting end-to-end mixed-methods research and translating findings into actionable strategies that align user needs with business objectives. Proven ability to work with diverse stakeholders and adapt research approaches to different contexts.

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 l Lisbon Metropolitan Area (remote)

- **Planned and conducted end-to-end UX research** for an early-stage startup developing a shopping preparation and price comparison platform to understand user needs, behaviours, and motivations that **informed product strategy and roadmap prioritisation**:
  - **Executed comprehensive generative research using mixed methods** (user interviews, observational studies, task analysis, surveys, competitive analysis), identifying patterns and unmet needs in shopping preparation workflows;
  - Developed detailed user knowledge profiles/behavioural typologies based on 26 in-depth interviews, with **comprehensive task analysis variations** for each typology and task optimisation recommendations targeting critical task dimensions where technology could reduce manual effort, cognitive load, and error risk;
  - **Delivered actionable insights** through a 56-slide strategic report and interactive Miro board containing all research deliverables (profiles, task analysis/optimisation, competitive benchmarking, prioritisation matrix, research insights and recommendations), enabling **data-driven product decisions**.

Healthcare Systems Analyst   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.

- Selected for healthcare industry knowledge to join the assistance and support team, specialising in functional analysis, customer support, and QA analysis in a B2B agile environment:
  - **Bridged user needs with technical capabilities** by gathering stakeholder requirements and creating comprehensive documentation, while working with development teams to design solutions that matched real-world healthcare workflows;
  - **Identified and resolved critical user pain points** through systematic support ticket analysis, mapping recurring issues to specific workflow mismatches between user expectations and system design, with **impact validated through monthly usage metrics and stakeholder feedback;**
  - **Implemented and maintained laboratory software solutions for 1200+ healthcare professionals across 6+ organisations**, collaborating with physicians, nurses, and lab technicians to understand evolving clinical workflows and translate needs into effective system configurations.

Business Owner   2017 - 2018
Inspiring Care l 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** and business viability.

OTHER ACTIVITIES

- Authored a systematic review thesis called "The Efficacy Of The Constraint-Induced Movement Therapy In Individuals With Post-Stroke Hemipalsy: A Systematic Review";
- Collaborated on 3+ systematic reviews (rigorous academic research syntheses) post-graduation.

LANGUAGES

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

CERTIFICATIONS

- Certified as an instructor (with a Portuguese certificate of pedagogical competence, issued by the IEFP)
- Several other certifications, including "Fundamentals of Business Analysis", "Fundamentals of Project Planning and Management", "Strategizing Products and Customer Experiences (SPACE)", "User Research - Methods and Best Practices" and "Improve Your Presentation Writing - Public Speaking - Work Presentations"

SKILLS

RESEARCH METHODS & ANALYSIS

- Proficient in qualitative and quantitative research methodologies, including user interviews, contextual inquiry, observation, surveys, task analysis, user knowledge profiles (personas), thematic analysis, competitive analysis, focus groups, task flows, task optimisation, among others;
- Foundational knowledge of A/B testing, usability testing, customer journey mapping and similar methodologies;
- Excellent analytical skills with behavioural analysis expertise.

DOMAIN EXPERTISE

- Healthcare systems and clinical workflows (5+ organisations, 800+ users);
- Accessibility standards and assistive technology, including extensive knowledge of disabilities, neurodiverse conditions, neurological and musculoskeletal pathologies;
- Experience with complex, regulated systems;
- Cross-functional collaboration across technical, clinical and business teams.

TECHNICAL SKILLS & TOOLS

- **Research tools:** Miro, Dovetail, Figma, Google Forms, Calendly, Google Meet;
- **General tools:** Google Workspace, Microsoft Office (Word, PowerPoint), Notion, Adobe Photoshop;
- QA testing experience with SQL (with Oracle and Postgres databases), DBeaver;
- Strong organisational skills with an evidence-based approach;
- Demonstrated ability to quickly learn and adapt to new tools and platforms based on research needs;
- Familiarity with: Jira, Confluence.

COMMUNICATION

- Excellent interpersonal communication and active listening;
- Strong writing skills (English and Portuguese);
- Problem-solving mindset with critical thinking;
- Collaboration, teamwork and strong work ethics.