



Ana Lúcia Coimbra

UX/CX Researcher & Strategy
Healthcare & Tech Specialist

UX/CX Researcher specializing 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 of Applied Science – BASc
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)

- Led the end-to-end UX research for a freelance project about grocery shopping and price comparison:
 - Conducted generative research to understand user needs, behaviours and motivations, using methodologies such as in-person and remote user interviews, observation, task analysis, surveys and competitive analysis. Planned and executed the entire research process (end-to-end) and successfully identified several insights to inform product decisions.
 - Presented the UX research findings to the stakeholders with a 56-slide research deck containing all the insights and recommendations and a Miro board with all the deliverables, including a benchmarking table 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.

- 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 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
 - Contributed to the highest-viewed articles in 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 (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 comprehensive user research through interviews, focus groups and competitive analysis to understand therapists' needs and workflows, synthesising 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

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.

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 “Programming Foundations with JavaScript, HTML and CSS”, “Fundamentals of Business Analysis”, “Fundamentals of Project Management” and “Strategizing Products and Customer Experiences (SPACE)”

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, user knowledge profiles (personas), thematic analysis, among others
 - Knowledge of A/B testing, usability testing, 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

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