

PAULA OVIEDO FERREIRA

CONTACT INFO

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GOALS AND SKILLS

UX Researcher with 6+ years of research experience, including over 4 years dedicated to UX. I hold a Master's degree in Social Psychology and currently work as a freelancer for global Big Tech companies and a mobility payment provider in Brazil. Skilled in mixed methods, cross-functional collaboration, and aligning research strategies with product and business goals. I'm passionate about creating meaningful user experiences through evidence-based insights. I'm now looking to grow further into senior roles in UX Research and continue challenging myself in international projects.

WORK EXPERIENCE

Senior UX Researcher

Freelancer @ Veloe, August/2024 - Currently Working

- Designed and implemented end-to-end research processes, from participant recruitment to delivering actionable insights to the company;
- In-depth interviews with stakeholders and users, presenting usability insights to improve experience and test new products and features;
- Creating user personas based on customer behaviour, helping to map user journeys and identify pain points in collaboration with the Product Team

KEYWORDS: Qualitative Research; Usability Test; Stakeholders interview; Project Managing.

Senior UX Researcher

Freelance, January/2024 - Currently Working

- Freelance work as a UX Researcher on projects for global Big Tech companies (social networks).
- In-depth interviews with stakeholders and users, presenting usability insights to improve experience and test new products and features.

KEYWORDS: Research Topline Results; Qualitative Research; Usability Test; Big Tech Companies.

Mid-Level UX Researcher

livework studio, May/2023 - September /2023

- Temporary contract to work as a UX Researcher on an international project (global industry).
- Interviews with stakeholders and users.
- Usability Journey Mapping.
- Application of quantitative research and UX metrics.

KEYWORDS: Qualitative Research; User Journey; UX metrics; Global Company.

Mid-Level UX Researcher

ilegra, October/2021 - February/2023

- Development of insights from field research on user experience and business strategy.
- Facilitation and workshops with clients and users.
- Innovation consulting for leadership.
- Projects: Research Repository, Braskem, Ailos Insurance, Ailos Innovation Lab, Sompó Innovation Lab.

KEYWORDS: Qualitative Research; Quantitative Research; User Journey; User Personas; Collab Workshops; Financial Clients.

EDUCATION

Social Psychology Master Degree

Pontifícia Universidade Católica do RS, 2018 - 2020

- Development of the dissertation "Psychosocial Aspects of Creativity in Communication Professionals".
- Student representative of the Career Development Study Group.
- Leadership in parallel research projects.

Public Relations Graduation Degree

Pontifícia Universidade Católica do RS, 2013 - 2016

- Thesis addressing Generation Y leadership in organizations (awarded maximum grade).
- National Award in Communication Planning from ABERJE (6th PUA).

LANGUAGES

Portuguese (Native) | English | Spanish