

KARLA SIMÕES

Senior UX Researcher | Qualitative & Mixed-Methods Research | Product Discovery

São Paulo, Brazil | ka.simoes.official@gmail.com | karlasimoes.com | linkedin.com/in/kasimoes

Autistic (ASD) | Authorized to work in Brazil and the European Union

PROFESSIONAL SUMMARY

Senior UX Researcher with 6 years of experience in end-to-end exploratory and evaluative research across fintech, media, and marketplaces in Brazil, the US, and Europe. Combines qualitative interviews, moderated and unmoderated usability testing, surveys, behavioral data, and UX metrics to investigate user needs, assess product experiences, and inform Product and Design decisions. Experienced in cross-functional collaboration and reusable research systems.

PROFESSIONAL EXPERIENCE

Senior UX Researcher | Trustly | Apr 2024 – Sep 2026

Global fintech specializing in open banking and Pay by Bank payments.

- Reframed a wording request into mixed-methods research on trust, comprehension, and expectations during bank authentication; combined cross-market interviews with a US/UK stated-preference survey to inform a payment-flow communication variant evaluated in production testing.
- Turned visual preference into design criteria through cross-market, moderated concept and prototype evaluations, identifying cues of legitimacy, readiness, and control that informed Trustly's new global design system.
- Led a competitive usability benchmark comparing Trustly's payment flow with competing bank-linked payment experiences through unmoderated think-aloud prototype testing and perception ratings. Identified how familiarity with online banking shaped perceived trust and security, informing priorities for the payment experience.

UX Researcher | Globo | Nov 2021 – Apr 2024

Major Brazilian media group with digital news, entertainment, and content platforms.

- Challenged the plan to turn five g1 engagement segments into five personas: qualitative interviews revealed different needs and routines within the same groups, prompting segmentation enrichment with candidate variables for Data Science.
- Integrated behavioral navigation clusters, qualitative interviews, and longitudinal diary entries to interpret how routines and context shaped content discovery, informing hypotheses for personalization and navigation with Data Science.

UX Researcher | iFood | Mar 2020 – Nov 2021

Brazilian food delivery marketplace connecting consumers, restaurants, and delivery partners.

- Designed and conducted exploratory research with delivery partners, combining narrative interviews, cultural probes, and structured exercises to investigate autonomy, safety, income predictability, and support needs.
- Identified five food-choice heuristics through exploratory consumer interviews, showing how appetite, time, effort, and cost shaped decisions and informing opportunities for clearer discounts, restaurant comparisons, ratings, and social proof.

EDUCATION

Master's degree, Social Memory and Cultural Heritage | Universidade Federal de Pelotas | 2015–2017

Bachelor's degree, Advertising | Universidade da Amazônia | 1999–2003

RESEARCH SKILLS & TOOLS

Methods: Qualitative Research · Mixed Methods · In-depth Interviews · Moderated & Unmoderated Usability Testing · Concept Evaluation · Surveys · Stated-Preference Research · Cross-Market Research

Practice: Product Discovery · Consumer Insights · Behavioral Data · UX Metrics · Research Strategy · ResearchOps · Evidence Synthesis · Stakeholder Collaboration

Tools: Figma · Figma Make · Google Workspace · Excel · Gemini · Claude · ChatGPT

SELECTED COURSES

Discoveries: Building the Right Thing - Nielsen Norman Group (2021)

How to Interpret UX Numbers: Statistics for UX - Nielsen Norman Group (2021)

UX Research – Quantitative Research - di.school (2022)

LANGUAGES

Portuguese: native | English: advanced, EF SET C2 (2024)