KARLA SIMÕES

Senior UX Researcher | Human Behavior & Consumer Insights | Mixed Methods
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 10+ years across academia and industry, including six years in fintech, media and marketplaces. Investigates how people's needs and everyday context shape their choices, connecting human behavior with product and business decisions. Combines qualitative depth with quantitative evidence to help stakeholders decide what to pursue and what needs to change. International research experience across Brazil, the US and Europe.

PROFESSIONAL EXPERIENCE

Senior UX Researcher | Trustly | Apr 2024 – Sep 2026

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

- Pay by Bank competed with established payment habits in the gaming sector. Compared users and non-users, revealing how managing gaming funds separately from a main bank account shaped payment choices, with implications for acquisition and retention.
- Bank handoff drop-offs prompted research into customer expectations and perceived control. Combined cross-market interviews with a US/UK stated-preference study. Product and Design used the findings to develop a revised flow that increased payment completion in a production A/B test.
- A shared design language was needed across the US and Europe. Examined how people interpreted visual directions and cues of legitimacy and security, informing the global design system subsequently shipped to production.
- Research was hard to find and reuse. Built a taxonomy and traceable research records, alongside an AI assistant prototype for retrieving prior research. The approach included source verification and researcher review, with missing evidence made explicit.

UX Researcher | Globo | Nov 2021 – Apr 2024

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

- g1 needed audience insights to guide engagement strategies. Challenged the assumption that engagement segments could become personas: interviews revealed different needs within groups and similarities across them. Translated findings into behavioral signals for Data Science to investigate, shifting the focus toward refining segmentation before personalization.
- Navigation data alone did not explain how people used globo.com. Followed participants through diary research and contributed contextual evidence to a study combining interviews with behavioral data, showing how quick catch-up needs and deeper exploration shaped news consumption.

UX Researcher | iFood | Mar 2020 – Nov 2021

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

- Teams seeking repeat orders needed to understand how people chose meals. Identified food-choice heuristics through interviews, translating the influence of appetite, time and perceived value into a framework for discovery opportunities and clearer value communication.
- Operational data left the realities of delivery work unclear. Designed research with experienced couriers and presented findings to Logistics on how unpredictable earnings and limited support undermined the autonomy couriers valued.
- Growing research demand called for broader team capability. Co-developed mentoring materials and supported designers in planning and conducting usability studies, helping them answer questions with research guidance while giving researchers more time for strategic work.

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 AND TOOLS

Focus: Human Behavior · Consumer Insights · Research Strategy · Product Discovery · Stakeholder Engagement · Evidence Synthesis · ResearchOps

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

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)

Consumer Behavior and Consumer Research - EDUCBA (2026)

LANGUAGES

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