

PAULA OVIEDO FERREIRA

CONTACT INFO

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GOALS AND SKILLS

I've been working with quantitative and qualitative research since 2018, and UX entered my life in 2021 :)
Currently, I'm a UX Researcher, focusing on data-driven strategy applied to user journeys. I work on global projects for Big Tech companies, conducting qualitative research and bringing Brazilian user behavior to the world. Right now, I aim to further develop leadership in UX Research projects and continue to challenge myself internationally.

WORK EXPERIENCE

Senior UX Researcher

Freelance, January/2024 - Currently Working

- Temporary contract to work as a UX Researcher on international projects for global Big Tech companies.
- Alignment meetings with clients from multiple countries to discuss research goals and details.
- In-depth interviews with stakeholders and users.
- Reports and presentation of insights.

Mid-Level UX Researcher

Math Ads, September/2023 - January/2024

- Analysis and structuring of UX strategies for a solar energy client.
- Collaboration with the data team to present consistent analyses and changes in the client's website experience.
- Building and practical application of the user journey.

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.

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, Sompo Innovation Lab.

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).

VOLUNTEER EXPERIENCE

HR Advisor (Mini Company Project)

Advising on HR, people development, and internal communication for the program.

- Volunteer at EmPower Project (AIESEC - Peru)
Volunteer work with children and teenage moms for the EmPower program, focusing on gender equity in Peru.

LANGUAGES

- Portuguese (Native)
- English
- Spanish