



Carolina Diana Rossi

Behavioural Scientist & UX Researcher

UX researcher with over 5 years of experience conducting behavioural research both in consumer products and academia. I use quantitative and qualitative methods for generative and evaluative research.

INFORMATION

🇩🇪 German & Italian

📍 Regensburg, Germany

☎ +49 172 9267703

✉ carolina@carolinadianarossi.com

🌐 www.carolinadianarossi.com

📄 [linkedin.com/in/carolinadianarossi](https://www.linkedin.com/in/carolinadianarossi)

SKILLS

Generative/Evaluative research

Surveys

User interviews

User & prototype testing

User journey mapping

Focus groups

Statistical tests

Behavioural sciences

Nudging

Health behaviour

Scientific thinking

EXPERIENCE

UX Researcher

YAZIO GmbH, Feb 2022 – Present

- Plan, conduct, analyse and report generative and evaluative research
- Use quantitative and qualitative research methods: surveys, user interviews, focus groups, moderated and unmoderated user tests, A/B tests, tests with prototypes
- Define workflows, structures and tools to build UXR department
- Drive product improvement and strategy in collaboration with UX designers, engineers, data analysts and product managers
- Conduct nutrition behaviour research for the food database

University Lecturer Qualitative Research Methods

Hamburg University of Applied Sciences, Mar 2021 – Present

Plan and lead the module each semester. Contents:

- Phenomenological, ethnographic, grounded theory, case study, and action research
- How to plan, conduct, analyse and report qualitative research
- Specific methodologies: interviews, focus groups, observation
- Research tools/software: MAXQDA, Zotero, SurveyMonkey
- Supervising papers & theses

Behavioural Researcher & Nutritionist

Freelance @ carolinadianarossi.com, Jan 2018 – Present

- Hold expert talks about: nudging in nutrition, eating and health behaviour, nutrition and cognitive biases and similar
- Write articles about: nudging in nutrition, various nutrition topics (more on www.carolinadianarossi.com)

Consultant (for Behavioural Sciences)

läuft GmbH, Jan 2021 – Dec 2021

- Led consulting projects aimed at increasing conversion and retention through the use of behavioural sciences and psychology
- Planned, conducted and analysed research applied to the digital health sector
- Project Clients: Novo Nordisk; StepsApp; Ministry of Economy, Transport, Agriculture and Viticulture Rheinland-Pfalz

Research Associate

Hamburg Open Online University, Dec 2019 – Dec 2020

- Planned, conducted, analyzed and reported eating behaviour research. Focus of the projects: nudging and biases in nutrition
- Wrote proposals, abstracts and posters for conferences
- Supported development of university course structure
- Planned the information architecture and contents of website

TOOLS

Dovetail
Lookback
Maze
SurveyMonkey
Notion
FigJam
MAXQDA
SPSS
Zotero
Microsoft Office
Google KW Planner

AWARDS

Scientific Poster Prize

German Nutrition Society (DGE)
Feb 2021

Early Career Researcher Bursary

UK Society Behavioural Medicine
Dec 2018

Merit Scholarship

Friedrich-Ebert Foundation
Feb 2017 - Jul 2021

PUBLICATIONS

You can find a list of all my publications, such as posters, papers and talks, at www.carolinadianarossi.com/publikationen/

Research Assistant

Hamburg University of Applied Sciences, Sep 2016 – Dec 2019

- Conducted, analyzed and reported eating behaviour research
- Wrote proposals, abstracts and posters for conferences
- Held the student tutorials on: quantitative & qualitative research methods, eating behaviour and nudging
- Supported the development of the lectures

EDUCATION & LEARNING

M.Sc. Health Sciences

Hamburg University of Applied Sciences
Sep 2019 – Aug 2021

B.Sc. Nutrition & Home Economics

Hamburg University of Applied Sciences
Sep 2015 – Jul 2019

UX Research Bootcamp

Memorisely, *Nov 2022*

Advance Your Skills as a User Experience Researcher

LinkedIn, *Jun 2022*

LANGUAGES

German Native

Italian Native

English Full Proficiency

Spanish Elementary