CAROLINA DIANA ROSSI

Senior UX Researcher | UXR Teacher

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PROFILE SUMMARY

I am a driven and curious UX researcher, behavioural scientist and lecturer with over 7 years of experience. My passion is to understand people's behaviours: from the set-up choice architecture to the involved decision-making processes. I design, execute, analyse, report and teach generative and evaluative research using both quantitative and qualitative methods to understand user needs, expectations, problems, and motivations. I enjoy working in cross-functional teams including design, marketing, engineering, data science, and product management to derive recommendations for action.

I love teaching to offer my students a space where they can learn all about the beauty of research, that's why I teach UX research at UX/UI bootcamps, and research methods at a university. Also, mentoring students and talented people in the UX/UI space on ADPlist is something that I really enjoy.

SKILLS HIGHLIGHTS

Generative/Evaluative Research	Surveys & User Interviews	User & Prototype Testing
User Journey Mapping	Focus Groups	Statistical Tests
Behavioural Sciences	Nudging	Health Behaviour Psychology
Analytical Thinking	Human-Centred Research	Data-Driven & Target-Oriented

TOOLS: Dovetail, Condens, Lookback**,** Maze, SurveyMonkey, Mopinion, TestingTime, Contentsquare, FigJam, Miro, MAXQDA, Zotero, Microsoft Office, Google KW Planner, Trello, Confluence, ChatGPT, Langdock, Typeform

PROFESSIONAL EXPERIENCE

Senior UX Researcher – Kaufland e-commerce GmbH   **Aug 2023 – Present**
- Main responsible researcher for Kaufland e-commerce's strategic projects
- Managing Research Ops: Defining workflows, structures, research team strategy and tools for the UXR department
- Responsible for projects involving usage as well as training of internal AI systems for research purposes
- Planning, designing, conducting, analysing and reporting generative and evaluative user research
- Using quantitative and qualitative research methods: surveys, user interviews, focus groups, moderated and unmoderated user tests, A/B tests, tests with prototypes.
- Reporting insights in impactful ways: reports, journey maps, personas, presentations, etc.
- Shaping product strategy in collaboration with UX designers, engineers, data analysts and product managers

UX Research Teacher – Memorisely   **Jan 2024 – Present**
Lead the UX Research Bootcamp. Contents:
- UX Workflow, UX Planning and Screening, UX Research Methods, UX Audits
- Analysis with various tools, including AI Dovetail and ChatGPT
- Preparation of research reports for various stakeholders

University Lecturer Qualitative Research Methods – Hamburg University of Applied Sciences   **Mar 2021 – Present**
Plan and lead the module each semester. Contents:
- Study designs: Phenomenology, ethnography, grounded theory, case study.
- Strengths and tradeoffs of different qualitative and quantitative research methods and research tools
- How to plan, design, conduct, analyse and report qualitative research. Methods: interviews, focus groups, observation
- Supervising papers & theses

UX Researcher – YAZIO GmbH   **Feb 2022 – Jul 2023**
- Discovered, delivered, and validated value for app with 80M+ user base by partnering with product, engineering, data;
- Quantitative and qualitative methods: surveys, user interviews, focus groups, moderated/ unmoderated user tests, A/B tests
- Reported insights in impactful ways: reports, journey maps, personas, presentations, etc.
- Defined workflows, structures, research team strategy and tools for the UXR department
- Shaped product strategy in collaboration with UX designers, engineers, data analysts and product managers

Behavioural Researcher & Nutritionist – Freelance @carolinadianarossi.com   **Jan 2018 – Jul 2023**
- Hold expert talks about: user behavior, nudging in nutrition, eating and health behaviour, nutrition and cognitive biases
- Write articles about: user behavior, social media, nudging in nutrition, etc. (more on www.carolinadianarossi.com)

Consultant (for UXR and Behavioural Sciences) – läuft GmbH   **Jan 2021 – Dec 2021**
- Led consulting projects aimed at increasing conversion and retention in Health Apps and Websites through the use of behavioural sciences and psychology
- Planned, conducted and analysed UX research applied to the digital health sector. Produced presentations and reports
- Project Clients: Novo Nordisk; StepsApp; Ministry of Economy. Transport, Agriculture and Viticulture Rheinland-Pfalz

Research Associate | Behavioural Scientist – Hamburg Open Online University   **Dec 2019 – Dec 2020**
- Planned, conducted, analysed and reported eating and user behaviour research. Focus: 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

Research Assistant – Hamburg University of Applied Sciences   **Sep 2016 – Dec 2019**
- Conducted, analysed 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

EDUCATION

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 – July 2019**
UX Research Bootcamp – Memorisely   **Nov 2022**
Advance Your Skills as a User Experience Researcher – LinkedIn   **June 2022**
Behavioural Finance – Duke University (Coursera)   **October 2023**

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 - July 2021**

PUBLICATIONS

You can find a list of all my publications and scientific work, such as posters, papers and talks, at
https://carolinadianarossi.com/publications/

LANGUAGES

German   Native
Italian   Native
English   Full Proficiency
Spanish   Intermediate Proficiency