

Inês Catarina Pinto

User Researcher

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 Porto, Portugal

Education

Interaction Design Foundation

User Research | Methods and Best Practices
2020

Relevant coursework: Qualitative user research; usability testing; semi-structured qualitative interviews; contextual inquiry; observational studies; how to involve stakeholders in the user research.

Universidade do Porto

Master thesis in HCI
2011-2013

An analyze of the Portuguese news Website P3 interface in the light of Donald Norman's three levels of interaction.

Universidade da Beira Interior

Bachelor of Communication Sciences
2008-2011

Relevant coursework: Facts interpretation in articulation with historical, cultural and epistemological movements; media analyses and their social impacts; learning how to make accurate and clarifying synthetis.

Research Projects

The Envelope

UX Research
2020

I conducted an exploratory survey and semi-structured interviews to explore how Gen Z engages with newsletters.

Classe B

UX Research
2020

I performed semi-structured interviews to explore the needs, worries and expectations of freelancer workers in Portugal. In this project, I was responsible for Affinity Diagram, Exploratory User Interviews, Thematic Analysis, Personas and User Journey Mapping.

Mishmash

UX Research
2020

I conducted usability tests with paper prototyping and interviews to see how people use a paper planner to organized their daily life. I delivered personas and a storyboard.

Work Experiences

User Researcher

Inês Catarina Pinto

2019 - present

- I'm currently working with companies who need help with user research and strategy. I use visualization systems (and many sticky notes) to think better and understand complex relationships.

Project Manager

Manifesto

2017 - 2020

- I have worked with investors, designers, and stakeholders to create several editorial projects and a film festival. I managed an online community of indie magazine enthusiasts and worked as a facilitator in our monthly gatherings.

Founder and Editor

Nevoazul magazine

2016 - present

- Recruiting writers
- Curating content around a specific theme
- Conducting semi-structured interviews
- Transcribing and editing the interviews
- Working with designers, writers and printers

Junior Researcher

Media XXI

2014 - 2015

- Database assistant
- Support on academic research
- Fact checker

Tools

- Notion
- Calendly
- WhereBy
- HappyScrib
- Figma
- Miro
- Loop

User centered methods

- Contextual inquiry
- Competitive analysis
- In-depth remote interviews
- Heuristic Evaluation
- Think aloud
- Card Sorting
- Affinity diagramming
- Prototyping
- Persona development
- Culture-context comparison
- Storyboards
- A/B testing
- Remote user testing