BEATRIZ PINHEIRO

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Mixed-methods researcher with primary market research and customer insights experience, survey design, interviews, and client-ready storytelling across international markets.

EXPERIENCE

User Experience Researcher

Mercedes-Benz.io (January 2026 - Now)

- Led end-to-end research initiatives using qualitative (in-depth interviews, usability testing) and quantitative (surveys, analytics) methods to inform product strategy.
- Partner with data and product teams to monitor key experience metrics.
- Explore emerging research practices (synthetic user research, agentic workflows) and assess where they can complement traditional methods.

User Experience Researcher & Designer

Ruby Labs (March 2025 - November 2025)

- Led end-to-end research initiatives using qualitative (in-depth interviews, usability testing) and quantitative (surveys, analytics) methods to inform product strategy.
- Synthesized complex data into clear, compelling narratives and presented them to stakeholders.
- Partnered with development teams to ensure implementation of research-based solutions.

User Experience Researcher

Freelancer (August 2024 - Now)

User Experience Researcher

FARFETCH (April 2022 - July 2024)

- Led user research projects across various domains, collaborating with cross-functional teams.
- Conducted user interviews, surveys, usability testing, and journey mapping to identify pain points and opportunities.
- Managed participant recruitment workflows, data management, and ethical research protocols.
- Created reports and presentations to communicate findings to stakeholders.
- Fostered feedback loops with different teams (product, marketing, sales, data science) to ensure user needs were consistently met.
- Organized design sprints and cross-functional hackathons to prototype service improvements.

E-commerce & Brand Communications Manager

Manjerica (March 2021 - March 2022)

Social Media Manager & Graphic Designer

Kempf (March 2019 - September 2019)

Social Media Manager & Graphic Designer

Baghome (April 2018 - November 2018)

- Developed graphic design and copywriting for digital platforms.

SKILLS

Usability Testing (UserZoom, Synthetic Users); Interviews; Survey Design & Analysis (Qualtrics); A/B Testing; Competitor Analysis; Qualitative & Quantitative Analysis (Qualtrics, Hotjar, GA4, Power BI); Wireframing & Prototyping (Figma); Excel and PowerPoint.

EDUCATION

BSc Design

UFPI, Federal University of Piauí, Brazil (2015-2019)

UX / UI Design

CalArts - California Institute of the Arts (2021)

LANGUAGES

English *Fluent* | Portuguese *Native* | German *Basic*