MILENA LOPES | SENIOR UX RESEARCHER & UX DESIGNER

Linkedin | milenalopes.com | lopesm@tcd.ie | behance.net/milenalopes

Data-driven UX professional with 15+ years of international experience designing human-centred solutions. Passionate about tackling complex challenges and innovating design processes. Natural leader, skilled at uniting teams, building trust, and guiding evidence-based decisions in multi-stakeholder environments. Fluent in English, Spanish, and Portuguese.

EDUCATION

PhD in Human-Computer Interaction | Trinity College Dublin (2015 - 2021)

Master's in Strategic Communication | Pompeu Fabra University (2010 - 2011)

Bachelor's in Graphic Design | University of Brasilia (2002 - 2007)

PROFESSIONAL EXPERIENCE

Communications Analyst | United Nations Development Program

October 2023 – Present

- Design human-centred strategies, aligning outputs with user and stakeholder needs.
- Apply behavioural analytics to refine UX narratives and deliver more effective communication.
- Developed the 2025 communication plan for the Brazilian Cooperation Agency, boosting engagement and increasing followers by 30 percent and views by 370 percent in 3 months.
- Created and conducted the "Name the Change" workshop for naming impactful projects in Europe, Africa and LATAM with UN agencies and governments.

Senior UX Researcher and UX Designer | Behave Insights

September 2022 – October 2023

- Led generative and evaluative user research (interviews, surveys, contextual inquiry) across diverse cultures to uncover insights that drive inclusive and user-centred design.
- Developed innovative research through immersive experiences to foster participant engagement.
- Delivered evidence-based reports and presentations to guide product and service decisions.
- Designed UX solutions with emphasis on usability, accessibility, and sensitivity to cultural contexts.

Senior Product Designer | Intuí

October 2020 – September 2023

- Led end-to-end design processes to create impactful solutions for children and adolescents.
- Designed and executed research plans, including interviews, focus groups, and workshops.
- Collaborated with multi-stakeholders to align business goals with user needs.
- Translated research insights into personas, how might we questions and user journeys.
- Secured government funding to develop an educational game, reaching 1000+ students.

Design Thinking Facilitator | Matres

July 2020 – June 2023

- Facilitated 30+ innovation workshops with UN agencies, GIZ, and governments worldwide, engaging groups of over 3000 participants with different strategies.
- Created engaging visual materials, reports and templates for collaborative sessions.

PhD Candidate | Trinity College Dublin

September 2015 – June 2020

- Led mixed-methods research on gender bias involving 300+ participants and 10+ publications.
- Developed a gender-fluid design method to drive inclusive user experiences.

UX/UI Lecturer | IESB University

August 2013 – August 2015

- Developed and taught postgraduate UX/UI courses that doubled student engagement.
- Supervised final projects, mentoring students to apply UX/UI principles in real-world scenarios.

UX/UI Designer | Nokia

March 2008 – August 2010

- Designed interactions, user experiences, and mobile interfaces across Europe and LATAM.
- Increased UI deliveries in over 400% for telecom operators worldwide.

SKILLS & COMPETENCIES

- **Mixed Methods Research:** Conducting qualitative research and quantitative research to understand user needs, identify opportunities and inform design decisions.
- **Behavioural Research:** Applying behavioural insights and bias awareness to shape design strategies and guide decision-making.
- **Human-Centred Design:** Combining research insights and strategic thinking to create inclusive and accessible (WCAG) solutions, intuitive interfaces (UI) and robust design systems.
- **AI Integration:** Applying AI to improve research, analysis, and design exploration.
- **Workshop Facilitation:** Leading design thinking, LDJ, and co-design sessions to uncover needs and define solutions in iterative and Lean UX processes.
- **Storytelling:** Turning insights into narratives, meaningful user flows and engaging UX writing.
- **Cross-functional Collaboration:** Coordinating with developers, product managers, and stakeholders in agile environments to deliver integrated outcomes.
- **Presentation & Knowledge Translation:** Transforming complex data into clear, actionable insights for diverse audiences.

METHODS & TOOLS

Discovery: Surveys, Interviews, Contextual Inquiry, Data Analysis, Behaviour Analytics, Focus Group. **Definition & Ideation:** JTBD, HMW, Affinity Mapping, Journey Mapping, Personas, Card Sorting, Crazy 8's, Information Architecture, Storyboarding, User Flows, Tree Testing.
Testing & Validation: Usability Testing, Heuristic Evaluation, A/B Testing, Concept Testing, Wireframing, Prototyping (low-fi & hi-fi), Accessibility Testing. **Tools:** R, SPSS, Google Analytics, Dovetail, Hotjar, Maze, UserTesting, Figma, Adobe Creative Suite, Miro, Notion, Trello, Slack.

LANGUAGES: English (fluent), Spanish (fluent), Portuguese (fluent).

ADDITIONAL INFORMATION

Awards: Science Without Borders Scholarship (2015 - 2019), Nokia Innovation Award (2010), Scientific Development Fellowship (2004 - 2005) | **Additional training:** AI for UX, AI foundations, Digital Accessibility**,** Virtual Facilitation, Experimental Interaction Design, Mobile App Development, Public Speaking, Visual Design | **Study exchange:** Bachelor's in Design (University of Barcelona, 2005). | Interaction Design Association local leader (2008 - 2009).