Fernando Nobre

A Product Researcher based in Lisbon grand area

www.nobrecavalcante.com/uxr-methods

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I am a product ethnographer and a qualitative researcher leading usability tests, focus groups, in-depth interviews, eye tracking by driving, and analyzing mixed methods data since 2012.

Oct '21 — Apr '22

will Bank, Product Researcher Lead

- Mixed methods and agile process implementation
- Management of ten researchers
- Prioritization of features from research inputs
- Measuring research efforts with KPI

Apr '21 — Oct '21

Ciclic, Product Researcher

- Usability testing and linguistic coding
- Journey design by analyzing surveys and focus groups

+6 research roles since 2012

Education

'19
PhD in Media Studies
UFRN

'15
MSc in Sociology
UFC

'10
BA in Media Studies
ESPM

Volunteering

Junior Achievement®

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In what he called media triangulation research, he studied several focus groups with participants from different nationalities, and added to that an innovative ethnographic examination into interaction among group members through WhatsApp, crossing qualitative data with quantitative research.

A Researcher

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Fernando is more than passionate about UX; he is passionate about people and life stories. He is always oriented to bring the best usability to our clients; his academic experience and sociological vision make every process more human.

A Head of Customer Success

Joy

Creator of Qualichat, a open-source software in Python, all free

Got to celebrate with my mentees their academic achievements

Migrate 2 million customers with minimal turning rate to a new banking experience

Skills

Product Research	Product Thinking	Atlas.ti
Conversational Design	Exploration	Miro
Focus Group	Quali coding	Surveys
In-depth interviews	AB Test	Workshops
User journey	Cocreation	KPI

Languages

Portuguese	**English**
Native	Fluent
Spanish	**German**
Fluent	Learning

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shoot me a line and let's talk: nobre@tutamail.com   +49 162 7599098