




## CONTACT

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## EDUCATION

### UX RESEARCH CERTIFICATION

2004-2008  
Awari

### PHARMACIST

2004-2008  
University Vale do Rio Doce

### QUALITY AND PRODUCTIVITY MANAGEMENT

2016-2019  
Instituto Euvaldo Lodi

## CERTIFICATIONS

### DATA ANALYTICS BOOTCAMP

### DATA AND QUANTITATIVE RESEARCH

### INTERNATIONAL CERTIFICATION UX-PM

### UX RESEARCH AT SCALE: SURVEYS, ANALYTICS, ONLINE TESTING

### BECOMING A UX STRATEGIST - NN/g

## TOOLS

MIRO  
SURVEY MONKEY  
CONFLUENCE  
HOTJAR  
MAZE  
JIRA  
FIGMA  
SQL

## LANGUAGES

NATIVE PORTUGUESE  
INTERMEDIARY ENGLISH

# CHRIS COSTA

## UX RESEARCHER

## EXPERIENCES

### UX RESEARCHER - FREELANCE

EUA - Brazil - UK

Nov 2024 - Current

- I work as a qualitative researcher for a research institute that serves global clients such as Meta (Facebook, Instagram, WhatsApp) and Amazon. My experience includes:
- Planning and conducting in-depth user interviews across different markets;
- Performing qualitative data analysis and generating actionable insights for digital products;
- Developing strategic reports and presentations focused on consumer behavior.

### UX RESEARCHER

Creditas Fintech - Insurance car | Brazil-Mexico-Spain

Oct 2021- Jul 2025

- I work in the research area, contributing to the creation of sprints, personas, and blueprints. Applying user-focused methodologies. Daily duties:
- Develop and participate in the creation of roadmaps for qualitative and quantitative research.
- Analyze and interpret the data acquired from users.
- Understand the importance of the research on the entire business in order to take strategic actions based on user experience.
- Work together with the design team to achieve more assertive results.
- It's worth noting that the company I work for specializes in a range of products, including loan consolidation, car financing, car sales, loans secured by cars and houses, and car insurance. This experience further bolsters my ability to tailor research insights to the specific needs of these product lines.

### UX RESEARCHER

APP Delivery Pharma | Brazil

Mar 2021 - Aug 2021

- Responsible for conducting user research, employing qualitative methodologies, performing data analysis, and delving deeper into user interviews to enhance the e-commerce product.