

# CATARINA SANTOS

## UX RESEARCHER / DESIGNER

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### SUMMARY

UX Researcher and Designer with a background in medicine and 4 years of product design experience, collaborating with cross-functional teams to deliver innovative, user-centred designs. Dedicated, curious, with great attention to detail, thrives with teamwork and driven by creating solutions that matter. Former GP being familiar with EMIS Web systems.

### EDUCATION

#### HUMAN-COMPUTER INTERACTION MSc

University College London, 2022 – 2024

- Grade: Distinction
- Presence at CHI '24: Project awarded runner-up position in Student Design Competition
- Dissertation – mixed method research on user attitudes and technology acceptance in hypertension.

#### MEDICINE

University of Lisbon, 2004 – 2011

### EXPERIENCE

#### UX/UI DESIGNER | OPTELLUM LTD

Oxford, UK, 2019 – present

- Foundational UX Designer involved in creating the workflow between design and development teams, working closely with the Product Manager and developers.
- Conducted heuristics evaluation of the product's interface, identifying over 30 issues which were prioritised and addressed optimising users' experience.
- Evaluated product's accessibility for WCAG 2.1 compliance in line with NHS standards.
- Involved in the creation of new user stories and user flows leading to UI mockups, prototypes and the product's design system.
- Collaborated with the Marketing team to design the company's booths for conferences.

#### SENIOR CLINICAL DATA SPECIALIST | OPTELLUM LTD

Oxford, UK, 2019 – present

- Managed and oversaw the process of data collection and curation of datasets in the lung cancer field to train machine learning algorithms.
- Managed and trained new members of the team.
- Analytical thinking and attention to detail.

#### UX DESIGNER FREELANCING

Oxford, UK, 2021 – 2022

- Defined the Information Architecture of a primary care website.
- Designed and oversaw implementation by *mysurgerywebsite* content management provider.
- Designed the logo and visiting cards for the Cowley Road Medical Practice.

#### MEDICAL DOCTOR | NHS PORTUGAL & NHS ENGLAND

Lisbon, Portugal, 2013 – 2016; Oxford, UK, 2020-2021

- Delivered health care to primary care patients. Familiar with EMIS Web systems.

### SKILLS

- User research
- Behavioural analysis
- Data visualisation
- Quantitative and Qualitative research
- Prototyping
- Figma

# PROJECTS

## ACM CONFERENCE PROCEEDINGS PUBLICATION

CHI '24 – Award

EcoFashion Scanner: Bridging the Gen Z and Millennial 'Green Gap' by Facilitating Sustainable Fashion Consumption Behaviours. Bokyung Um, Catarina Santos, Sharihan Abdirahman, Aoife Power, Zainab Uddin. [Presented at CHI '24 - Honolulu, Hawaii and awarded the runner-up position, published in ACM Conference Proceedings]

<https://doi.org/10.1145/3613905.3647970>

Methods used: secondary research, survey, behavioural analysis, prototyping, user testing.

## DISSERTATION

UCL, 2024

"Designing for Health: Understanding Attitudes and Technological Adoption in Hypertension Self-Monitoring", focused on exploring hypertensive patients' attitudes towards self-monitoring blood pressure (BP), their experiences with BP technologies and patients' acceptance of cuffless monitors and AI-powered tools to support BP management. **[Work submitted to CHI '25]**

Methods used: Literature review, survey, auto-ethnography, interviews, participatory design, quantitative and qualitative analysis.

## HUMAN-CENTRED MEDICAL AI BOOTCAMP

Guest speaker, Oxford, 2024

ActiveLungs, a solution to support physical activity in people with asthma.

My contributions: Team leader, user research, ideation, crazy 8s moderator, development of lo-fi prototype, guest speaker.

## OTHER PROJECTS

UCL, 2022-2024

**Disability Interaction project** - Within MyVoice: Training system for Emotion-Enabled Synthetic Voice Augmentation, leveraging biosensors and Digital Humans powered by LLMs. [Read project](#) graded with Distinction: Outstanding Performance

**User-Centred Data Visualisation [portfolio](#)** graded with Distinction: Outstanding Performance

**Interaction Design [portfolio](#)** graded with Distinction: Outstanding Performance