

# Hola! I'm Claudia Daudén Roquet

A UX researcher helping businesses shape products & experiences  
with psychological insights, innovation strategies & design thinking methods

## Education

**PhD in Computer Science**  
*Lancaster University (UK)*

**MSc in Cognitive Systems &  
Interactive Media**  
*Universitat Pompeu Fabra (Spain)*

**BSc in Multimedia Engineering**  
*La Salle Uni. Ramón Llull (Spain)*

## Skills

### UX tools

Miro, Figma, Adobe CC, Qualtrics,  
SurveyMonkey, Dovetail, Airtable, NVivo,  
GatherTown, Calendly, UserTesting,  
Optimal Workshop

### Programming languages & tools

HTML/CS/JS, Python, R, Github

### Distributed teamwork software

Notion, Teams, Slack, Miro, Trello

## Languages

**English:** Fluent

**Spanish:** Native

**Catalan:** Native

## Profile

As a seasoned researcher with over 8 years of experience, I have a proven track record of successfully managing research programmes and multi-disciplinary teams to solve complex challenges through innovative and impactful user-centric research. My expertise spans a broad range of research methodologies, tools, and techniques, coupled with a profound understanding of agile project and stakeholder management. I'm passionate about crafting tech to enhance people's lives, get in touch to find out how we could shape the future together!

## Experience highlights

JANUARY 2023 - PRESENT

### **Principal / Senior UX Researcher** - *Instem*

 Improving SaaS solutions for pharma companies to collect clinical data better & quicker

- Managed and upskilled in UX 6+ cross-functional teams to conduct iterative user research (B2B & B2C) in an agile, highly regulated environment.
- Influenced multiple business trajectories with strategic insights from research, resulting in substantial reduction in time-to-market for product releases and notable upsurge in overall customer and user satisfaction.

AUGUST - DECEMBER 2022

### **Senior HCI Researcher** - *Micro:bit Foundation & Lancaster University*

 Exploring new applications for physical computing to teach transversal skills in schools

- Directed a team of 5 academics to guide Micro:Bit's educational roadmap with strategic insights from market research, interviews, and workshops with 70+ primary school pupils and 5+ educators in the UK.

JANUARY 2021 - JUNE 2022

### **Postdoctoral Research Associate** - *King's College London*

 Redefining mental health services & tools for youth with novel co-designed tech

- Led the design, implementation and analysis of a Clinical Trial, recruiting and gathering data from 300+ users via surveys, workshops and interviews.
- Developed a team of 10+ people, directed 5+ projects and collaborated on 10+ initiatives co-designing and evaluating tech-enabled mental health interventions for youth alongside mHealth services (inc. NHS, Oxford Uni).

# Claudia Daudén Roquet

UX Researcher & Innovation Strategist

## Awards

### Creativity & innovation

- [Cannes Lions Festival](#) (2017): Bronze in Innovation for 'Untypic'.
- [Webby Award](#) (2017): Best Launch Honoree for 'Stride'.

### Funding

Awarded & managed over £850k across [UK Research and Innovation](#), [Marie Curie Actions](#), [Fundació La Pedrera](#), [Balsells Foundation](#).

### Research dissemination

Received 5 Best Paper Awards by the [Association for Computing Machinery](#).

## Outreach & Impact

### Public dissemination

Research outputs featured in mainstream media, including: the [BBC](#), [Time Magazine](#), [VeryWellMind](#).

### Academic publications

Wrote and published 15+ peer-reviewed [research articles](#) in top-tier HCI and Psychology venues, with 590+ citations (h index: 11).

### Invited speaker

Given 20+ talks (2015-ongoing) at scientific conferences and universities (inc. Oxford University, Stanford University) & industry (inc. Microsoft, Sproutel, NHS).

## Other

- UK Settled Status
- Enhanced DBS Check
- Happy to travel for work

## Experience highlights (continued)

OCTOBER - DECEMBER 2020

### Associate Lecturer in Computer Science – *Lancaster University*

 Revolutionising learning during Covid-19: engaging lonely students in online lessons

- Built a distributed infrastructure for accessible & collaborative online and hybrid lectures serving 250+ students and 7+ lecturers.
- Led 100+ seminars and online lab sessions in Human Computer Interaction, created tutorial material, and marked coursework.

SEPTEMBER 2017 - SEPTEMBER 2020

### Research Associate – *Lancaster University*

 Bridging the wellbeing gap between Tech & Psychology with mindful biofeedback

- Recruited and gathered data from 100+ users in participatory design workshops, ethnography studies, observations, ABBA experiments, focus-groups, surveys and interviews (remote and in-person).
- Conceptualised and drove 10+ research studies investigating new uses for biofeedback and embodied interaction for mental health interventions.

FEBRUARY 2016 - SEPTEMBER 2017

### Creative Technologist – *Freelance*

 Developing innovation projects with evocative design and interactive technology

- Designed and developed interactive mobile apps, virtual & physical interfaces and immersive experiences (AR & VR) using Unity, eye-tracking tech, radar distance sensing, Google Cloud Vision, OpenFrameworks.

## Volunteering

2017 - PRESENT

### Mentoring & Coaching

- Mentored and supervised 30+ undergraduate and postgraduate students.
- Trained product, business and development teams in UX best practices.
- Coached 20+ students navigating life pre, during and post academia.

2010 - 2020

### Support teacher

- Supported kids through challenging times in my local community.
- Taught coding at Girls Who Code in Boulder (US, 2015) & facilitated Women in Tech workshops and talks at Girl Guiding in Lancaster (UK, 2017-18).