Claudia Daudén Roquet

UX Researcher

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Education.

PhD in Human Computer Interaction
Lancaster University (UK)
2017 - 2021

**MSc in Cognitive Systems
and Interactive Media**
Universitat Pompeu Fabra (Spain)
2016 - 2017

BSc in Multimedia Engineering
La Salle Universitat Ramon Llull (Spain)
2011 - 2015

Skills.

• **User-centred design methods**

• **Qualitative & quantitative
research methods**

• **Stakeholder management**

• **Project management of semi
and fully distributed projects**

• **Communication of research
insights with tailored storytelling**

• **UX software:** Figma, Adobe CC,
Dovetail, NVivo, GatherTown
• **Programming languages:**
R, Python, HTML/CS/JS
• **Distributed teamwork software:**
Notion, Teams, Slack, Miro, Trello

Profile.

Always fascinated by how technology can enhance the way we experience the world, my work lies in the intersection of design, technology and psychology. I am skilled in a broad methodology, triangulating qualitative and quantitative data to find impactful insights. My expertise spans the full product development cycle, from early generative research through an iterative process of concept development and user testing to final validation. I am passionate about working in interdisciplinary teams, in person and distributed, to create purposeful and meaningful user experiences.
I would love to see what we could unveil together!

Highlights.

• **7+ years research experience** in User Experience (UX) & Human Computer Interaction (HCI), with a broad expertise in qualitative and quantitative methods.
• **Designed and coordinated numerous international and interdisciplinary projects**, in-person and distributed, **managing teams of 10+ stakeholders**.
• Work **awarded in top-tier industry and academic venues**, including: Cannes Innovation Festival and the Association for Computing Machinery (ACM).
• **Presented research insights to cross-functional partners** in academia & industry as well as the **general public**, e.g.: European Commission, BBC, Time, verywellmind.com

Experience.

Senior HCI Researcher   **Aug 2022 - Present**
Lancaster University & Micro:Bit Foundation (UK)
- Coordinated and executed a product research study to determine current practices and gaps to guide new opportunities for Micro:Bit in educational settings.
- Generated and presented actionable design guidelines to Microsoft Research and Micro:bit Foundation to inform potential future directions for Micro:Bit in education.

Postdoctoral Researcher   **Jan 2021 - June 2022**
King's College London (UK)
- Led the design & evaluation of tech-enabled mental health interventions for youth.
- Managed and developed a cross-functional team (10+ people).
- Coordinated with product teams at Sproutel & clinical psychologists in academia (e.g. Stanford and Stony Book University) and counselling services (e.g. Oxford University) to influence the use and integration of UX research practices to make their intervention materials more accessible, engaging and tailored to their users.
- Collected data from 300+ users through remote surveys, focus groups & interviews.

Associate Lecturer in HCI   **Sept - Dec 2020**
Lancaster University (UK)
- Organised and implemented the design of a distributed infrastructure to effectively run online & hybrid lectures and workshops with 250+ students and 7+ lecturers.
- Supervised undergraduate online lab sessions, created tutorial material, independently runned seminars, and marked coursework.

Research Associate   **Sept 2017 - Aug 2020**
Lancaster University (UK)
- Conceptualised and conducted multiple research protocols & user studies to explore, co-design and evaluate novel tech for mindfulness and mental health.
- Managed collaborations with cross-functional and international partners (e.g. NHS, biomedical engineers & product designers at Plux) to generate and disseminate impactful research insights across disciplnes.
- Collected data from 50+ users using biofeedback, ethnography, observations, ABBA experiments, focus-groups, surveys and interviews (remote and in-person).

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Awards.

Creativity and innovation

- **Cannes Lions Festival** (2017): Bronze in Innovation for '[Untypic - Vueling](#)'. Role: app developer w/ Google Cloud Vision API.

- **Webby Award** (2017): Best Launch Honoree for '[Stride](#)'. Role: designed and developed the tangible UI to control the animations in real time.

Research funding

- **Awarded & managed over £800k** across [UK Research and Innovation](#) (2021, post-doc), [Marie Skłodowska Curie Actions](#) (2017, PhD), [Balsells Foundation](#)(2015,visiting researcher)

Research dissemination

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

Languages.

- **English:** Proficiency
- **Spanish:** Native
- **Catalan:** Native

Other.

- Enhanced DBS Check
- UK Settled Status
- ACM Member
- Mental Health advocate

Experience (continued).

Creative Technologist   Jan 2016 - Aug 2017
Glassworks Barcelona (Spain) / Freelance
- Designed and developed interactive mobile apps, virtual & physical interfaces, and immersive experiences for advertising international products (e.g. Vueling, Stride).
- Use of eye-tracking, radar distance sensing, Google Cloud Vision, OpenFrameworks.

Multimedia Developer   Sept 2014 - June 2015
MasQueLearning (Spain)
- Developed transmedia projects from the conceptualisation to the final details, working alongside product designers and software engineers.
- Created mini-games and e-learning courses with HTML5 and JS.

Leadership.

Mentoring and supervision
Mentored and supervised 10+ students (under- and post-graduate) in UX research and design thinking methods, guiding them in their research projects.

Enhanced engagement with stakeholders
Established participatory activities that enhanced engagements with stakeholders and local communities by creating a shared language and roadmap, such as public workshops, seminars in the department, and an interdisciplinary journal club.

Implemented cross-functional training
Coached clinical psychology and sociology teams in user centred design and design thinking methods, junior to senior members. For example, during the last 2 years I have worked with and become the go-to UX specialist for the [Lab for Scalable Mental Health](#) at Stony Brook University, the [Psychophysiology Laboratory](#) at Stanford University, the [Digital Youth Lab](#) at the University of Washington, and the [Counselling Services](#) at Oxford University.

Outreach & impact.

Public dissemination
Research outputs featured in mainstream media, including: the [BBC](#), [Time Magazine](#), [VeryWellMind](#), [Science Daily](#), and [Brain Tomorrow](#).

Academic publications
Wrote and published 15+ peer-reviewed [research articles](#) in top-tier HCI and psychology venues, with **400+ citations** (h index: 10).

Invited speaker
Given 20+ talks to share and present my research at sicentific conferences and international universities (2015-ongoing), public engagements events with Lancashire NHS Foundation Trust and local charities (2017-2020), and the symposium on mediation and emotional health in Cambridge (2019).