Hanne Vestergaard UX Researcher

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PROFILE SUMMARY

- **UX Researcher** with **2 years** of research on a Nordic bank's mobile app, after 4 years running quantitative studies at a Copenhagen market research agency.
- Moderates usability tests in **Lookback**, runs unmoderated tests in **Maze**, fields surveys in **Qualtrics**, tags sessions in **Dovetail** and analyzes survey data in **R**.
- Strong in **moderated usability testing**, **survey design and sampling** and **interview synthesis**, and plans every study around one decision the squad has to make.
- Works with 2 designers, a product owner and 7 engineers on the everyday banking squad, and gets them into sessions as note-takers every sprint.
- Keeps the squad's research log in Dovetail current and wrote the **consent and recording checklist** the research team now uses for every study.

TECHNICAL SKILLS

Qualitative Methods:	User interviews, Concept testing, Diary studies
Usability & Evaluation Methods:	Moderated usability testing, Unmoderated testing, SUS
Survey & Statistical Methods:	Survey design, Sampling, Significance testing, R
Research & Testing Platforms:	Lookback, Maze, Qualtrics
Product Analytics & Experiments:	Adobe Analytics, Funnel analysis, SQL (basic)
Synthesis & Repository Tools:	Dovetail, Thematic analysis, Affinity mapping, FigJam
ResearchOps & Accessibility:	Participant recruiting, Screener design, Consent and GDPR, WCAG 2.2

EDUCATION

Aarhus University — **M.Sc. in Psychology** — Aarhus, Denmark · Sep 2018 to Jun 2020

Nielsen Norman Group — **UX Certificate, Research specialty** — Online · Jun 2024

WORK EXPERIENCE

Danske Bank — **UX Researcher** — Copenhagen, Denmark · Oct 2024 to Present

- Ran 26 moderated usability sessions in Lookback on the redesigned card controls, and the 3 fixes the squad shipped cut support calls about frozen cards by **18%**.
- Interviewed **14** small business owners about how they pay suppliers, and the themes moved bulk payments ahead of invoice scanning on the business app roadmap.
- Wrote a research plan for each of the squad's **9** studies last year, with the research question, the method and the decision it fed, reviewed by the lead researcher first.
- Tagged every session in Dovetail and wrote a 2-page insight report per study, and the product owner cited them in **7** of the 10 roadmap items for Q3.
- Recruited 6 participants who use screen readers or magnification through a disability organization, and their sessions found **11** WCAG 2.2 issues in the payment flow, all fixed before release.

Epinion — **Market Research Analyst** — Copenhagen, Denmark · Aug 2020 to Sep 2024

- Designed and analyzed **60+** survey studies for retail and public sector clients, including MaxDiff and conjoint modules, with samples of up to 12,000 respondents.
- Wrote screeners and handled GDPR consent for online panels and focus groups, and new quality checks cut unusable survey responses from **14% to 5%**.
- Presented results to client leadership teams, and **4** clients changed their product or pricing plans the same year based on the segmentation studies.