



# Amalia Speratti

Senior UX Researcher

Research Strategy & AI-Enabled Insights · Global B2B / Enterprise Platforms

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## Professional Profile

Strategic UX Research leader with 15+ years of experience driving mixed-methods research across B2B2C platforms and global markets. Passionate about building customer-obsessed research cultures, defining research processes from the ground up, and delivering consumer and partner insights that shape product strategy — including identifying a double-digit conversion opportunity across 8+ international markets. Strong qualitative researcher, communicator, and facilitator with extensive mobile and web research experience.

## Work Experience

**Senior UX Researcher** | Ocado Technology | Barcelona (Hybrid) | Jul 2023 – Apr 2026

- Co-led product strategy at the intersection of Research, Product, and Data — translating enterprise partner insights and user friction into a 2026 platform strategy that identified a significant double-digit conversion opportunity across 8+ international markets
- Acted as embedded Research Lead for Monetisation & Retail Media, defining end-to-end research strategy and enabling data-driven decision-making in partnership with Group Product Manager, PMs, Designers, and Engineers
- Built AI-powered insight systems using NotebookLM/Gemini for large-scale cross-market qualitative studies, enabling self-service access to synthesised research findings across the entire organisation
- Shaped research prioritisation across multiple product domains, balancing business impact, product direction, and competing stakeholder needs in a fast-moving, iterative environment
- Defined ways of working for embedded research, expanding engagement beyond design teams to Engineers and senior stakeholders; mentored junior researchers

**UX Researcher** | Ocado Technology | Barcelona (Hybrid) | Oct 2021 – Jul 2023

- Led mixed-methods research (qualitative and quantitative) across B2B and B2C dimensions of the Ocado Smart Platform (OSP) — studying enterprise retail partner workflows and end-consumer behaviours across 8+ global markets
- Co-led ecosystem-wide initiatives to map end-to-end user journeys, informing platform architecture and feature prioritisation
- Developed a multi-market research comparison framework (UK vs Spain) adopted as a long-term strategic reference across cross-functional teams
- Facilitated research workshops and stakeholder alignment sessions, coordinating effectively across geographically distributed, async teams

**UX Designer** | Emotion Energy | Barcelona | Feb 2021 – Jun 2021

- Led product discovery and brand research — conducting buyer persona development, brand perception interviews, competitor analysis, and usability testing with 60+ participants
- Facilitated Design Thinking workshops (persona development, user journey mapping, needs assessment, ideation) to align stakeholders on product direction and brand positioning

**UX Designer & Teaching Assistant** | AllWomen | Barcelona | Oct 2020 – Jan 2021

Produced UX learning materials and mentored students on mixed-methods research, usability testing, and design execution.

**Entertainment Service Designer & Project Manager** | Sintonizart | Barcelona | Oct 2016 – Mar 2020

- Managed end-to-end delivery of client projects; co-developed an internal web-based CRM that reduced client response time by 50%
- Coordinated international clients and cross-functional teams across the full project lifecycle

**UX Researcher & Graphic Designer** | Raons Públiques Sccl | Barcelona | Apr 2009 – Jun 2016

- Designed and delivered participatory design and brand communications initiatives for public-sector clients — resulting in 2 award-winning projects
- Conducted qualitative user research, journey mapping, and stakeholder workshops; developed brand and communications strategies across digital and physical touchpoints
- Led branding and communications design across digital and physical channels

## Core Skills & Expertise

### Research & Strategy

Mixed-methods research (qualitative & quantitative) · Research strategy & roadmapping · Continuous discovery · Usability testing · User & stakeholder interviews · Diary studies · Survey design · Journey mapping · Brand & marketing research · Buyer persona development · Brand perception studies · Digital experience research · Data triangulation · Product strategy · Enterprise UX · B2B platform research · Conversion optimisation · Multi-market research frameworks · Insight democratisation · Async research operations

### AI & Tooling

NotebookLM / Gemini AI · ChatGPT · Claude AI · UserTesting / UserZoom · Askable · Indeemo · Figma · Miro · Lucidspark / Lucidchart · Notion · Jira / Trello · Adobe Creative Cloud · HTML / CSS

### Leadership & Facilitation

Cross-functional collaboration · Stakeholder influence & executive communication · Research operations (ReOps) · Design sprints · Design Thinking workshops · Agile / Scrum · Research evangelism · Mentoring

## Education

**Masters in Exhibition Design | Elisava Escola Superior de Disseny | Barcelona | 2007–2008**

**Bachelor of Graphic Design | York University / Sheridan College | Toronto | 1999–2003**

## Professional Development

### AI Competency | Mindstone | Remote | 2026

Practical application of Generative AI tools to automate end-to-end workflows and enhance productivity

### Product Strategy Development | Path2Product | Remote | Jul 2021

Product strategy frameworks, roadmap development, and go-to-market planning

### Design Sprint Masterclass | AJ&Smart | Remote | 2021

In-person and remote facilitation techniques and methodologies

### UX/UI Bootcamp | AllWomen | Barcelona | 2020

Human-centered design, user-centered design principles and user interface methodologies

### MICE Graduate Course | Ostelea / EAE | Barcelona | 2018–2021

Corporate communications, protocol, event organisation and design

## Languages

- English — Native (C2)
- Spanish — Native (C2)
- French — C1
- Italian — B1
- Portuguese — B1
- Catalan — B1

## Memberships & Mentoring

### Memberships

- R9 UXR Community Barcelona · 2025–present
- Interaction Design Foundation (IDF) · 2021–present

### Mentoring

- Adecco Mentoring · 2025–2026
- Ocado Internal Mentoring Programme · 2024–2026
- UX Mentor, TechFems Barcelona · 2024–2025