

# Alberto Urbinatti

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## PROFILE

Multi-disciplinary researcher with 15+ years in academic and applied research, combining qualitative and quantitative methods to deliver strategic insights in Consumer Insights, UX, and product development. Currently leading a team as a Consumer Insights Manager.

## PROFESSIONAL EXPERIENCE

### **Consumer Insights Manager @ will bank | Jun 2024 - Present**

- Leading a team of 4 researchers
- Responsible for developing strategic cross-products studies
- Monitoring Brand Health Tracking and market research projects

### **UX Research & Consumer Insights Specialist @ Revolut | Sep 2022 - Jun 2024**

- Lead researcher and part of the founding team in Brazil
- Built the Insights area from the scratch
- Conducted research for the Brazilian product roll-out and global teams
- Monitored market initiatives

### **Senior Researcher (Strategy & Insights) @ will bank | Nov 2021 - Aug 2022**

- Developed frameworks for customer behaviors
- Promoted data-driven decisions across teams
- Supported marketing campaigns

### **UX & Product Researcher @ Avenue | Jun 2021 - Nov 2021**

- Led UX research for product development
- Built the Insights area from the scratch
- Part of the Banking founding team

### **Postdoctoral Researcher @ FINEP / MCTI | Oct 2020 - Mar 2021**

- Researched innovation and technology policy
- Contributed to the Brazilian case study on the controversies in tackling Covid-19, part of the global report *Comparative Covid Response: Crisis, Knowledge, Politics*, led by the Harvard Kennedy School and Cornell University.

## **PhD and Master's Researcher @ FAPESP | Jan 2014 - Sep 2020**

- Investigated public policy, governance, urban development, and sustainability

## **Volunteering Coordinator @ NGO Voto Consciente | Mar 2008 - Jun 2017**

- Led civic engagement and policy monitoring projects

## **EDUCATION**

- **Postdoctoral Fellowship** - UNICAMP, 2021
- **Ph.D. in Public Health** - USP, 2020
- **Visiting Researcher** - University of Sussex, UK, 2019
- **M.Sc. in Sociology** - UNICAMP, 2016
- **Academic Exchange** - University of Lisbon, Portugal, 2012
- **B.Sc. in Social Sciences** - UNICAMP, 2013

## **AREAS OF EXPERTISE**

Consumer Insights • User Experience • Branding • Product Development

## **LANGUAGES**

Portuguese (Native) • English (Advanced) • Spanish (Intermediate) • French (Basic)

## **PROFESSIONAL TRAINING**

UX Design (Mergo) • Quant Research (Aprender Design) • Metrics (Udemy) • UX/UI (TIM Tec, Domestika) • Design Thinking & UX (FIAP) • Google Analytics (Google) • Data Science (Datacamp) • Cool Hunting (Escola São Paulo) • Marketing Analytics (FGV)