

Rui Pereira

Head of UX Research & Deputy Head of Product Design

I have been a key and core player of the Ryanair Digital transformation since Ryanair Labs was created 5 years ago. Part of my roles is to ensure that our designs are focused on customer needs while also addressing the business goals. Another part of my job is to help designers to focus on what they do best - Design.



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WORK EXPERIENCE

Head of Research & Usability Ryanair

12/2016 – Present

Dublin, Ireland

Role:

- As Head of UX Research I manage a team of 2 Researchers directly and 20+ designers indirectly, across 3 countries (Ireland, Poland and Spain) when there is a need to conduct research.
- Work with main stakeholders to inform Product Strategy and Direction to identify short & long term vision for all the Ryanair products
- Conduct all upfront research to identify users needs, goals, pain points and anxieties (User Centred Design)
- Validate everything before it goes live to ensure there are no barriers or friction on all of our flows
- Be the independent voice for the user and the business
- One of the main sign off stakeholder within Digital Experience Team

Deputy Head of Product Design Ryanair

12/2016 – Present

Dublin, Ireland

Role:

- I manage a team of 20+ designers (UX/UI) across 3 countries (Ireland, Poland and Spain)
- Ensure the end to end process goes smoothly to ensure the final output will solve both users and business problems
- Help designers to create and define Design Plans
- Eliminate any barriers from Design Processes so designers can focus on what they do best - Design

Senior UX Researcher Ryanair

04/2016 – 11/2016

Dublin, Ireland

UX Researcher Ryanair

11/2014 – 03/2016

Dublin, Ireland

PUBLICATIONS

Tutorial Usefulness in videogame Wii consoles: Fast learning of guidelines and game movement.

Paper accepted by the International Conference on Interfaces and Human Computer Interaction 2014.

EDUCATION

Master in Human-Computer Interaction (HCI) Polytechnic Institute of Coimbra

09/2012 – 09/2014

Coimbra, Portugal

SKILLS

User Research

Management

Usability Testing

Contextual Design

Qualitative Research Methodologies

Quantitative Research Methodologies

Competitor Review

Project Management

User-Centered Design

Heuristic Evaluation

Contextual Interviews

Interaction Design

Wireframing

Prototyping

Agile

REFERENCES

Zoltan Radanyi - Director of Experience Design at EPAM Systems

I worked with Rui for more than a year, first off all he is a very talented user researcher and he is a nice person. Without his research documents, findings and user tests, we couldn't of succeeded. Working with Rui was an absolute pleasure, he was both talented and enthusiastic as well as being one of the most professional user researcher I've ever worked with. I highly recommend Rui as UX Researcher to any company who wishes to deliver great products to their customers.

Andrea Picchi - Design Lead at British Airways

Rui is one of the key player in the Ryanair Design Lab. He supports the agile team with a wide range of activities from usability testing and field researches to benchmarking. Rui combines research methodologies and best practice knowledge with the ability to manage both quantitative and qualitative aspects of user research to always ensure that a great user experience is achieved. I highly recommend Rui as key player to any team that wants to drive the design process with tangible and meaningful user research finding.

LANGUAGES

Portuguese



English



French



Spanish

