



Anette C. M. Petersen, PhD

UX Researcher and Digital Strategist

📍 London, United Kingdom

Details

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UX Researcher and Digital Strategist with a PhD in Human-Computer Interaction. I have strong skills in qualitative methods, and experience with quantitative and mixed methods. I'm driven to create meaningful digital experiences by thinking differently about problems, engaging multiple perspectives, and keeping users at the heart of the design process.

Employment

Design Researcher

Fjord, Part of Accenture Interactive, London

Jul 2021 – Present

I am responsible for conducting research and participating in every facet of research (planning, execution, analysis, synthesis, deliverables). By collaborating with designers, developers, and other stakeholders, I help turn research into meaningful user experiences. My work includes generative research and usability testing to inform the design of a new app journey for a large Banking Group and explorative research and concept testing to inform the new Customer Value Proposition for a leading high street health and beauty retailer.

PhD Fellow

IT University of Copenhagen

Mar 2018 – Jun 2021

During my PhD, I ethnographically studied the relationship between human reasoning and AI-based decision-support systems. Methods include interviews, observations, participatory design, and surveys. I wrote my dissertation on [Discretion and Public Digitalisation: A Happy Marriage or Ugly Divorce?](#) I passed with no corrections and published four papers in leading HCI and CSCW journals, reviewed papers for major conferences, supervised master thesis students and taught courses in digital innovation and qualitative methods.

My recent publications include [“We Would Never Write That Down”: Classifications of Unemployed and Data Challenges for AI](#) and [The Role of Discretion in the Age of Automation](#)

Media Strategist

Revolt, Copenhagen

Aug 2016 – Dec 2017

In my role as a media strategist, I worked closely with other teams to plan, direct, and execute digital media strategies across regional and international brands. Methods include competitor analysis, customer journey mapping, eye-tracking, and data analytics. I was responsible for research into online user behaviour on projects such as [Choice Hotels Travel Platform](#), which led to a 36% increase in room bookings in Europe in the first six months.

Performance Marketing Manager

Starcom Mediavest Group, Dubai

Apr 2015 – Dec 2015

As channel lead for various key accounts, such as [Emirates NBD](#) bank, [Du](#) telecom and [OSN](#) TV network, I managed teams on and offshore and provided guidance to drive KPIs. I led digital strategies by combining SEO, PPC and UX methods (qualitative and quantitative) to give users the best online experiences. Projects include research into a data-driven [content platform](#) for Emirates NBD as part of the bank's desire to inform and educate readers on financial planning.

Senior SEO Account Executive

DigitasLBi MENA, Dubai

Dec 2013 – Apr 2015

I was responsible for planning, budgeting, maintaining and delivering all SEO activities for major brands, such as [Johnson & Johnson](#) and [Jumeriah](#) hotels. I provided research-led insights for campaign activation, designed content for user experience and mentored junior executives. I was involved in service design projects such as Johnson's Baby [“Grandparents Frame”](#), which won two awards at The New York Festival and Cristal Awards in 2014.

SEO Manager

Atcore, Copenhagen

Mar 2011 – Nov 2013

I managed SEO projects for multiple clients and provided recommendations to ensure best practice across all SEO activities. My experience includes market research, keyword research, link building, outreach, content creation, conversion rate optimisation (CRO) and data-driven analysis.

Education

PhD in Human-Computer Interaction

IT University of Copenhagen

Mar 2018 – Jun 2021

MSc in IT, Digital Innovation & Management

IT University of Copenhagen

Jan 2016 – Jan 2018

BA in Intercultural Market Communication

Copenhagen Business School

Jun 2010 – Jun 2013

Skills

- Interdisciplinary research
- User experience research
- Action research
- Design research
- Market research
- Ethnographic fieldwork for design
- Interviewing
- Survey-related research
- Participatory and service design processes
- Storytelling
- User journey mapping
- Persona creation
- Qual & Quant data analysis
- Performance marketing (SEO/SEM)
- Digital strategies
- Content marketing
- Social media campaigns
- A/B testing
- Project planning
- Agile methodologies (Scrum)
- Teaching (on/offline)
- Facilitating workshops

Tools

- Microsoft/Mac Office Suite
- Trello
- Optimal Workshop: User research
- dscout: Remote user research
- NVivo: Qualitative data analysis
- InVision: Digital product design
- Sketch: Prototype design
- Tableau: Data visualisation
- Adobe: Premiere Pro
- Adobe: Photoshop
- Azure Machine Learning
- Optimizely: A/B Testing
- Google Analytics & AdWords
- Facebook Ads Manager
- Moz
- ScreamingFrog
- Open Site Explorer
- HubSpot