



JANNIK GRANN

UX RESEARCHER

CONTACT

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📍 Sydney

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EDUCATION

Aarhus University 2015 - 2020

- Master of Anthropology (Minor in Cognitive Semiotics).
- Bachelor of Anthropology

Dalhousie University 2018

- Exchange semester in Canada

CERTIFICATIONS

- Analytics and Visualizing Data with Power BI - Edx College (2024)
- ResearchOps: Scaling User Research - NN/g (2022)
- How to Interpret UX Numbers: Statistics for UX - NN/g (2021)
- Analytics and User Experience - NN/g (2020)

LANGUAGES

Danish: Native

English, Swedish and Norwegian: Full Professional

German: Limited Working Proficiency

PROFILE

Skilled User Experience Researcher with a background in anthropology and over 5 years of experience in both qualitative and quantitative research methods to drive customer-centered design and data-driven insights. Skilled in identifying key customer pain points, enhancing user satisfaction, and guiding strategic product decisions.

RELEVANT EXPERIENCE

UX Researcher

Universal Robots (November 2020 - Present)

- Launched a survey with 2000+ participants to establish key business benchmark metrics for the entire customer journey, consisting of 120+ questions with 3k + comments to track improvement using descriptive statistics and PowerBI visuals.
- Increased market visibility by 61% by identifying key pain points and conducting user testing on the global corporate website.
- Conducted over 100 interviews and contextual inquiries in collaboration with 3 agile product teams, driving a complete redesign of a new robot software platform, enhancing user experience and efficiency.
- Led end-to-end user research studies, from participant recruitment to incentivization, employing both qualitative and quantitative methods such as surveys, contextual inquiries, data analysis, usability testing and interviews.
- Designed and tested wireframes for complex robot software and website content

UX intern

Workfeed (Sept 2020 - Oct 2020)

- Conducted interviews and ethnographic research to identify a new key audience, leading to the development of a customer segment strategy that increased sign-ups significantly.

UX research student worker

Pesitho Holding ApS (Jan 2019 - Oct 2019)

- Applied ethnographic research methods to improve solar-powered cooking technology for displaced peoples onsite in rural Myanmar.
- Delivered qualitative analysis and research reports that informed product redesigns aligned with global sustainable development goals
- Cocreated a report for the United Nations based on the findings