

HANNAH CATTANACH

PROFILE

UX researcher and designer with hands-on experience in qualitative and quantitative research methods.

I have a background in AI-focussed UX research at SAP. With a focus on generative research, I have played an instrumental role in shaping the SAP Business AI Suite. I have a deep interest in ethical and responsible AI and aim to specialise in the future.

I am looking to apply my expertise as part of a mature and innovative UX team who will help me grow in skills.

 [LinkedIn](#)  [Portfolio Website](#)



WORK EXPERIENCE

SAP, UX Research and IX Operations: 2024–present // Zürich

UXR: Explainable Artificial Intelligence (XAI)

I conducted a literature review into the current state of human-centered XAI. I co-authored an internal paper summarising the findings to serve as a reference for internal design and development teams.

The results of the research allowed me to write the internal XAI design guidelines impacting the full software suite.

UXR: AI Notice

I conducted user interviews on AI usage and perceptions of 'Notice', synthesising the resultant data using qualitative analysis. I generated insights and gave recommendations to the UX Design teams, delivered in a concise presentation.

UXR: Browser Extensions

Based on the insights from a literature review, I altered the contextual framing of a major project. The adjusted framing altered the goal behind the subsequent user interviews.

IXO: Design and Operations

I collaborate with teams to create engaging multi-screen immersive experiences (IX). To aid adoption, I drive and deliver IX education initiatives, creating content and fostering internal team engagement.

Architecture, various: 2017–2023 // London, Zürich

Spatial Logic:

My daily practice was rooted in understanding human needs and translating them into drawings and 3D models.

Regulatory and Engineering Constraints:

I aligned design intent with legal regulations, engineering constraints and end-user experience. This included usability in high-stress, industrial contexts (construction and oil rigs).

Cross-functional Collaboration:

As an architect, I worked regularly with engineers, landscape architects, solution experts and contractors to deliver projects.

EDUCATION

Falmouth University

MA UX Design with Distinction 2025

Robert Gordon University

MArch Architecture with Distinction 2017
BSc Architecture 2013

SKILLS

Research

Interview and Workshop Moderation
Affinity Mapping and Thematic Analysis
Survey Design
Competitor & Comparative Analysis

Design

Prototyping (Low-, Mid-, Hi-Fidelity)
Wireframing and Wireflows
Multi-screen design

Communication

Public Speaking
Copywriting
Report writing

Languages

English (Native)
German (B2)

SOFTWARE

Figma	Fable
UserZoom	Respondent
Airtable	Jira
FigJam	Miro
InVision	NVivo
Premiere Pro	Photoshop