

Sinthu Nathan

Customer Insights & Growth Researcher · Odense · Denmark

CliftonStrengths: Woo · Strategic · Significance · Communication · Adaptability

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DANISH (NATIVE) · ENGLISH (FLUENT) · FRENCH (PROFICIENT)

I am a customer insights researcher with a UX background. For four years at Universal Robots I worked with product managers, engineers and QA on discovery in the food and pharma industries: interviewing operators and plant managers in Asia, Europe and the US, mapping customer journeys, and building the competitor benchmarking model our leadership used for pricing and strategy. Since 2026 I sit on the board of Tennis Club Odense, where I built our event app and surveys myself with AI and use the data to decide what we do next. I like research that ends in a decision, and I like being the one who follows it through.

01 My experience

Board Member · Tennis Club Odense (TCO) **VOLUNTARY** 2026 TO PRESENT

Board of Fyn's largest tennis club (478 members). Built and shipped the Sip & Serve event platform with AI; responsible for member CSAT, growth and press.

This season: event management, leading the funding committee, marketing strategy, organisational structuring and process optimisation.

UX Researcher · Universal Robots A/S AUG 2021 TO MAY 2025

Global discovery, journey mapping and competitive benchmarking for product, pricing and senior management, reporting from PM to CEO.

Counter Manager · Magasin du Nord 2019 TO 2022

Retail leadership, customer-facing operations and team management.

02 Education

Digital Concept Development · UCL Erhvervsakademi & Professionshøjskole **ALL A GRADES** 2021 TO 2022

Market & Management Anthropology (MMA) · SDU, University of Southern Denmark 2016 TO 2019

03 Certifications

- ◆ Microsoft Power BI & Data Visualisation Mastery
- ◆ Future Skills Talent Programme (UCL)
- ◆ Innovative Event Management
- ◆ Project Management, Copenhagen Business Academy

04 Selected outcomes

- ◆ Value-proposition benchmarking (Power BI) adopted from PM to CEO.
- ◆ Global discovery, plant visits, 200+ interviews, 3 continents, shaped the roadmap.
- ◆ Training Partner research: 'a tangible impact on our decision-making processes'.
- ◆ Research system built from scratch with AI: sold out, NPS +66, reach +1,186%.

05 My deliverables

MARKET & USER RESEARCH

- ◆ Market and User Research
- ◆ Actionable Customer Insights
- ◆ Customer Journey Maps
- ◆ Behavioural Archetypes & Personas

COMMERCIAL & BUSINESS ANALYSIS

- ◆ Competitive Benchmarking
- ◆ Pricing & Positioning Input
- ◆ Growth Metrics & KPIs

06 My tool kit

RESEARCH & INSIGHT

- UserTesting
- UserZoom
- EnjoyHQ
- SurveyMonkey
- SurveyXact
- Power BI

PRODUCT & COLLABORATION

- Jira
- HubSpot
- Salesforce
- Microsoft Dynamics 365
- Miro
- Microsoft 365
- Teams
- SharePoint
- PowerPoint

DESIGN & PROTOTYPING

- Figma
- Adobe XD
- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Acrobat

AI & PRODUCTIVITY

- Claude
- ChatGPT
- Microsoft Copilot

07 The insightful influencer

GALLUP CLIFTONSTRENGTHS 34 · TOP 5

- 01 Woo
- 02 Strategic
- 03 Significance
- 04 Communication
- 05 Adaptability

Influencing and Relationship Building carry the top ten, anchored by Strategic and Input: win the room, read the people, spot the pattern, then tell the story.