



ADVANCING  
PUBLIC  
TRANSPORT

# Biography Trainer

**Sophie MacDougall, User Researcher and Project Manager, Attoma, Paris, France**



Sophie has six in both the private and public sectors. Committed to finding ways to mobilise knowledge and understand needs, she has dedicated herself to driving transformation and improving real life through the design of services, products and policies. An advocate for user-centred approaches and collaborative design working methodologies, Sophie is responsible for conducting user research at Attoma for service design projects. Her responsibilities range from framing the objective of the research and the strategic orientation of the methodology, to conducting the research and providing operational and strategic recommendations based on the analysis of findings.

Passionate about sharing her knowledge and experience, Sophie enjoys conducting training programmes, collaborative workshops and leveraging the potential of individuals and teams. Sophie puts new ideas into practice and encourages stakeholders to make effective decisions to reach user-centred strategic objectives.