
PROFESSIONAL PROFILE

Innovative and entrepreneurial Design / UX Researcher with 15+ years of experience in leveraging qual and quant insights for delivery of viable business strategies and change based on data-driven decision-making. Skilled at running complex cross-functional research projects in agency and corporate settings. Experienced driving engagement with senior leadership and stakeholders. Exceptional communication skills with a talent for building, managing and leading high-performing teams. Mentored teams on research best-practices and developed research repositories. Two Master's degrees in Social & Organizational Psychology and Industrial Design, Associate degree in Interior & Product Design.

AREAS OF EXPERTISE

Design Research | UX/CX Research | Research Planning | Qual / Quant | Design Workshops | Ethnographic Research | Design Thinking | Hypothesis-lead Problem Solving | Emerging Technologies / Platforms | Codification / Best Practices | Strategic Planning | Implementation | Product Development | Lean UX Techniques | Agile | KPIs and Metrics | Process Improvements | Team leader | Mentoring & Coaching | Senior Stakeholder Management | Sustainable Building

PROFESSIONAL EXPERIENCE

McKinsey & Company, New York, NY

Jun 2017 – Mar 2023

Senior Manager, UX Research | Head of PMO

- Conducted complex cross-functional and highly visible foundational research projects for internal departments and teams on a wide range of topics, resulting in insight in the entire data value chain, technology, and end-user experience to support strategic and operational objectives and several key internal process improvements:
- Leveraged research insights to initiate process improvements and drive a merger of 5 data & analytics functions, resulting in 10% client-facing efficiency increase and 25% FTE reduction, and the creation of new custom technology.
- Re-structured McKinsey's procurement function in close collaboration with senior leadership, resulting in \$35MM savings in 2023
- Led a cross-functional research team to develop a digital content strategy for an internal change management program, resulting in 500% increase in digital engagement within 6 weeks of re-launch
- Led the PMO (Project Management Office) for McKinsey's Procurement function transformation including 20+ initiatives. Focused on research, program strategy, continuous improvement of initiatives, senior stakeholder management and communications, while overseeing SMEs and direct reports
- Built a repository of research & design best practices for McKinsey's design chapter, resulting in streamlined operations, higher quality deliverables and an adopted Design System

Moody's Analytics, New York, NY

Aug 2016 – Jun 2017

Associate Director, User Researcher

Optimizing financial digital subscription platforms for Moody's clients

- Led customer research and platform testing, resulting in 5% subscription growth and 10% reduction in attrition
- Led and mentor a team of User researchers, mentoring and coaching, performance reviews and daily tasks
- Organized and led brainstorming sessions, focus groups and consumer review panels

Usablenet, New York, NY

May 2015 – Jul 2016

Senior User Researcher

Mobile/Multi-channel Technology Agency to optimize clients' mobile ecommerce experience and increase online sales

- Implemented conversion strategies to improve user experience on clients' workflows and portals
- Storytelling and visually communicated insights and strategies in an easy digestible way for diverse audiences
- Effectively collaborated with Sales, Design, and Tech teams to deliver on client pitches and project deliverables

Design Creatives, New York, NY

Sep 2008 – May 2015

Design Researcher & Strategy Consultant. Founder and Owner

Multi-disciplinary Design Research Agency, providing Design Research services to clients in the Retail Industry

- Appropriately applied a wide variety of research methodologies including ethnographic studies, participatory design, traditional usability testing, survey design, interviews, resulting in a comprehensive understanding of customer needs, industry players, trends, competitive strategies, technologies and standards
- Synthesized research findings into realistic concepts and designs for clients, resulting in new business opportunities

Awareness Consulting The Netherlands

April 1999 – May 2004

Research & Strategy Consultant

Strategy & Marketing Agency for governmental clients, incl. Dutch Ministry of Housing & Sustainable Building

- Implementation of Sustainable building code for Institutional and Commercial builders, resulting in increased awareness and adoption of the code by builders
- Speechwriter for Sustainable building and Urban Development for Dutch Minister of Housing & Spatial Planning
- Lead communications for Project Bureau for Sustainable Building ('Governmental Start up')
- Built support for implementation of complex societal challenges by the general public through a combination of content expertise and end-user insight

EDUCATION

Master's Degree, Social and Organizational Psychology

Utrecht University, The Netherlands

Master's Degree, Industrial Design

Pratt Institute, Brooklyn, NY

Propeduse Degree, Interior & Product Design

Royal Academy of Arts, The Hague, the Netherlands

CERTIFICATIONS

- **Performance Management and Tracking (Metrics, KPIs)** – McKinsey Academy, 2023
- **Leading Transformations: Manage Change** – Macquarie University via Coursera, 2023
- **McKinsey Transformation L1 Program** – McKinsey (internal expert training), 2022
- **Artificial Intelligence: Implications for Business Strategy** – MIT Sloan School of Management, 2020
- **Certified Agile Leadership** – Scrum Alliance, 2019

SOFTWARE

- Adobe Creative Suite, Figma, Miro
- Jira, Qualtrics, Dovetail
- Google Analytics, Heap
- Rhino, Solidworks