

MARIANNE VAN OOIJ

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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 | Product Adoption

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 mentored 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

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