

Groningen (NL)

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Odette Jansen

BSc MEd

A passionate UX Designer & Researcher with 10+ years of experience in UX Research and Design. Loves deep-diving into the mind of users to better understand them and use that knowledge to create design solutions. Also, a wizard when it comes to flowcharts.

Lead UX Research

Nordhealth, Helsinki (Finland)

2022 - current

- + ResearchOps: Set up the UX Research department, incl. people, tools, methods, processes, and strategies
- + Collaborate with researchers, designers, product managers, and others to identify a clear problem space, prioritizing and carrying out the highest-impact research and testing.
- + Design and conduct exploratory, generative, and evaluative research to build a clearer organizational understanding of our customers and product value.
- + Facilitate user testing on concepts and prototypes and usability tests on finished designs and products, making recommendations on improvements to meet user needs and expectations.
- + Distill and share insights from studies to uncover new opportunities and support product teams in making informed decisions about their products and features.
- + Lead the growth of Nordhealth's research practice alongside other researchers by defining processes, standards, and methodologies, and evangelizing research across the company.
- + Provide support and guidance to non-researchers collaborating in the research process, and enable them to contribute directly with their own research.
- + Mentor and coach junior researchers to help them grow their skills, extend their capabilities, and mature in their careers.

Lecturer & UX Researcher

Hanze University of Applied Sciences, Groningen (NL)

2017 - 2022

- + Gathered customer and stakeholder requirements and translated them into use cases, user stories, and product design documents.
- + Implemented several new solutions to increase social development, self-confidence, and student success rates.
- + Developed courses regarding UX Design, Research, and 21st century skills.
- + Led the development team ensuring an iterative user-focused development process starting from the problem analysis, solution design, rapid prototyping, testing & reviewing through user studies to the developer handoff and continued as project manager.
- + Helped increase graduation rates by 89% compared to the 21% of previous material.

Freelance UX Designer & Researcher

Odett.nl

2011 – current

- + Gathered data on the online purchase flow of customers, identified the customer journey, came up with a new solution to boost online sales.
- + Prepared several A/B tests that were run in collaboration with development teams.
- + Identified competitor markets and best practices as input for design.
- + Designed online and offline solutions for several markets such as fashion, interior design, health care, and education.
- + Created smart online and offline solutions to increase client influx, retention, and sales but also created experiences to increase knowledge, motivation, and mental health of users for the brands you see below.
- + Provided universities and companies with lectures, workshops and consults on the implementation of UX research and design into the workflow.
- + Led and mentored several teams of designers.

Senior UX Designer & Researcher

Miss Etam

2016 - 2017

- + Analysed the web shop and researched the direct and indirect competitors
- + Analysed user data, flow, and heatmaps to identify bottlenecks and opportunities for creative solutions.
- + Designed an email marketing campaign that increased clicks by 130%.
- + Designed a tool to upsell when desired products were out of stock, now also used by other companies.
- + Ran several A/B tests together with the development team.
- + Worked together with customers, the photography department, designers, remote developers, customer support and writers to design and develop new solutions.

UI/UX Designer & Researcher

Aviva Solutions

2015-2016

- + Research user problems, analyze data and come up with new solutions
- + Using tools such as Axure, Sketch, Adobe to develop wireframes, prototypes and designs
- + User tested designs with target audience and stakeholders
- + Worked together with developers to ensure transfer of the design into the CMS system.
- + Communicate with clients to map client wishes & needs and determine direction of the project
- + Increase customer engagement by 25% for a client.

UI/UX Designer & ScrumMaster

GameBasics (now MiniClip)

2014-2015

- + Responsible for the iOS development team as scrum master, organizing standups, retro's and ensuring a smooth workflow
- + Developed wireframes, flows, and prototypes with Indigo Studio, Sketch, InVision.
- + Organized and presented development during stakeholder meetings
- + Worked together with marketing, to increase player retention (+25%) and signup rate (+13%)
- + Worked together with the test team to develop test plans, goals, and desirable outcomes for testing sessions.

UI/UX Designer & Consultant

Redmax

2012-2014

- + Using tools such as Axure, Sketch, Adobe to develop wireframes, prototypes and designs
- + Find new clients, understand their needs and come up with solutions
- + Keep stakeholders involved in the project after start
- + Hand-off of designs to developers including product owning the process after handoff.
- + User tested designs with target audience and stakeholders
- + Research the possibilities for serious gaming within the health care industry and develop 2 game prototypes for further testing.
- + Designed innovative solutions for the healthcare industry

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| Master of Education Talent Development & Diversity | Design Research | 9/10 |
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| Hanze University of applied sciences 2019 – 2021 | Result oriented research | 7/10 |
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| <i>Cum Laude</i> | Leadership | 10/10 |
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Thesis: Social play: Implementation of a Tabletop RPG in higher education to support the development of social skills of students with autism spectrum disorder.

[ResearchGate](#)

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| Bachelor of Applied Science Communication & Multimedia Design | Design Research | 8/10 |
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| Rotterdam University of applied sciences 2008-2012 | Game Design | 8/10 |
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| <i>Minor in UX for Games</i> | UX/UI | 8/10 |
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Thesis: Pocket Office: How mobile gaming can reduce work related stress for young adults

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| Certificates | Progression Based Coaching | 2019 |
| | Hill Academy | 2019 |
| | Intercultural Learning Lab | 2018-2019 |
| | Basic Didactics Principles | 2017-2018 |

TEFL Cambridge
Coaching

2015-2015
2010

UX Research Tools & Skills

Research Types

Qualitative Research
Quantitative Research
Behavioural research

Data Research

Hotjar, Mouseflow
Google Analytics,
Pendo, Notion,
Dovetail, Useberry

Research Methods

Ethnographic studies, Data analysis, user interviews,
video analysis, surveys, focus groups,
walkthroughs,, user testing, usability testing, a/b
testing, persona's/empathy maps

UX Tools & Skills

Flowcharts

Draw.io, OmniGraffle,
Lucidchart, Miro

Wireframing / Prototyping

Figma, InVision, Indigo Studio,
Balsamiq, Axure., Adobe XD

Design

Adobe Photoshop, Illustrator, InDesign,
Sketch, Wordpress, HTML/CSS

Other Skills

Teamwork, leadership, agile methodologies, planning & organization, communication, patience, MS Office, MacOS, Writing, Notion, Flowcharts (Draw.io, OmniGraffle, Lucidchart, Miro), Prototyping