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Odette Jansen BSc MEd

A passionate UX Researcher with 13 years of experience in the fields of healthcare, education and games. Loves deep-diving into the minds of users to understand them better and use that knowledge to create design solutions to better lives. As a leader I bring my educational experience to build people up by focussing on their strengths to develop their talents.

Head of UX Research

Nordhealth, Helsinki (Finland) - Remote
Jan 2024 - current

- Overseeing the UX Research department, aligning research initiatives with company goals, and integrating UX insights into business strategies.
- Partnering with senior leadership to embed user-centered design principles in product development and influencing key decisions with UX research findings.
- Managing the UX research roadmap, prioritizing key projects, and ensuring alignment with long-term company objectives.
- Leading and mentoring a team of UX professionals, fostering a culture of continuous learning and innovation in UX practices.
- Advancing research methods to deeply understand user behavior, driving improvements in user satisfaction and product performance through data-driven insights.

Lead UX Research

Nordhealth, Helsinki (Finland) - Remote
May 2022 - Dec 2023

- ResearchOps: Set up the UX Research department from scratch, incl. hiring talent, implementing tools, methods, processes and strategies.
- Closely worked together with the VP of product to embed UX research into the product development process.
- Responsible for the UXR roadmap as well as scheduling, scoping, embedding and prioritising UX research projects.
- Led and coached 7 UX designers and 2 UX researchers across 7 product teams.
- Increased company wide knowledge on UX through workshops, co-creation and presentations.

- Performed and analysed both qualitative and quantitative research to gain insights into user needs and requirements to improve a critical workflow which led to reduced time on task by 42% and an increase in user satisfaction by 16%.
- Designed and developed the method for customer satisfaction survey to gather deeper insights into the UX as well as analytical analysis method for deeper insights into user behavior while using the product.

Lecturer / Researcher

Hanze University of Applied Sciences, Groningen (NL)   2017 - 2022

- Responsible for educational research, focusing on study success and student well-being of which the insights were used to redesign the curriculum of 2 international study programmes, 12 courses, a support system for neurodivergent students, a workshop for lecturers to focus on developing student's talents, a card game focused on strength based learning and a board game to develop the talents of autistic learners.
- Coaching and teaching students at HBO Level (Applied Science) about UX design, UX research, game design, cultural communication, 21st century skills, and professional development.

Lead Curriculum Designer

- Used insights from performed research to design the CMGT Studydesk with a focus on enhancing student success.
- Led the redesign of the 1st year curriculum of Communication & Multimedia Design and Creative Media and Game Technologies at Hanze UAS.
- Used research insights to develop guides for lecturers on teaching and coaching practices.

Freelance UX Designer & Researcher

Odett.nl   2011 – current

- Perform a variety of quantitative and qualitative research to give clients insights into customer needs and opportunities for product improvements.
- UX design for both online and offline solutions, always focusing on clients in healthcare, education and games.
- Created innovative online and offline solutions to increase client influx, retention, and sales but also created experiences to increase users' knowledge, motivation, and mental health.
- Gave several guest lectures and workshops at different universities across the Netherlands on UX design, UX research and their differences across industries.
- Led and coached several teams of UX / product designers and UX researchers from junior to medior and from medior to senior.
- Consulted 3 top universities of applied sciences in the Netherlands to mentor new educational professionals on educational UX research, professional development and

neurodivergence.

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 children aged 8-12 for further testing.
- Designed innovative solutions for the healthcare industry

Education

Master of Education (Cum laude)   Talent Development & Diversity   2019-2021

Hanze University Of Applied Sciences (Groningen, Netherlands)

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

Bachelor of Applied Science   Communication & Multimedia Design   2019-2021

Rotterdam University Of Applied Sciences (Rotterdam, Netherlands)

Specialisation: UX in games

Thesis: How mobile gaming can reduce work related stress for young adults

Certificates

- Product analytics Certification (2021 - Pendo)
- Progression based coaching (2019 - Centrum Progressiegericht Werken)
- Hill academy - High impact learning (2019)
- Intercultural learning lab (2018 - Hanze University of Applied Sciences)
- Basic didactics principles (2018 - Hanze University of Applied Sciences)
- TEFL Cambridge (2015)
- Coaching (2010 - Rotterdam University of Applied Sciences)

UX Research tools & Skills

Research Types	Data Research	Research Methods
Qualitative Research	Hotjar, Mouseflow	Ethnographic studies, data analysis, user interviews,
Quantitative Research	Google Analytics,	video analysis, surveys, focus groups, stakeholder
Behavioral research	Pendo, Notion,	walkthroughs, user testing, usability testing, a/b
	Dovetail, Useberry	testing, treetesting, etc.

Flowcharts	Wireframing / Prototyping	Design
Draw.io, OmniGraffle,	Figma, InVision, Indigo Studio,	Adobe Photoshop, Illustrator, InDesign,
Lucidchart, Miro	Balsamiq, Axure, Adobe XD	Wordpress, HTML/CSS

Other tool proficiencies

MS Office, MacOS, Jira, Trello, Notion,