

## Hello there!

We UX Designers are designing things to be used - to be used by people. But somehow we happen to not know much about these people, which is kinda weird. I think that psychology and neuroscience have a lot to offer. We can understand more about the very people that are going to use our products and then use this knowledge to make even better projects from the start. My skill set includes UX Design methodologies (I've been a UX Designer for 5 years now) to persuasive / emotional design, design for behaviour change, ergonomics and human factors. I am currently doing a res.M.Sc. in Cognitive and Brain Science - so I know what I am talking about!

## Previous clients

- Since November 2015** **Mushroom Media.** We are currently working on a project about sustainability and sustainability reporting for the TV industry.
- April - August 2015** **JustGiving.** UX Lead to address concerns around privacy and user control and the impacts this had on the overall user experience.
- June - December 2014** **JustGiving.** UX Lead for a redesigned iOS app as well as involvement in process optimisation and definition
- March - November 2014** **Mushroom Media.** UX Lead for a project about Social Responsibility of TV companies.
- August 2012 - November 2014** **TurtleMouth.** UX & Product Management Lead for a bootstrapped startup
- April 2014** **Nitro Digital.** Two short-term projects for a pharmaceutical client.
- August - December 2013** **Time Out London.** My responsibilities included work on all channels, being responsible for the UX across the desktop web site, mobile web, and the newly-launched Time Out app.
- July - August 2013** **RightsTracker.** I worked with RightsTracker during the summer of 2013 to create a high-level prototype that includes design elements and detailed interactions, which I have created using Axure.
- May - July 2013** **DW UK** *formerly Digital White*  
Leading two UX projects, one of which involved coaching and mentoring of a group of 20 graduates.
- January - March 2013** **TV Everywhere.** This agency brought me in to carry out an extensive Analytics review for one of the leading Museums in London.

**April 2011 -** **Digital White.** My first position as a UX Designer; in this agency I worked on all stages of the UX Design process and was made responsible for UX Strategy and UX inputs to pitching in specific.  
**December 2012**

## Education

### **B.Sc. in Cognitive Neuroscience, University of Westminster, London**

Issued with First Honours by the in 2013.

**Awards:** High Achievement Award over £1,000 for academic excellence (2011/-12 and 2012/-13)

**Thesis title:** Examining the effects of a four-week condensed Mindfulness-Based Stress Reduction programme on the unity and diversity of Executive Functions

### **res.M.Sc. in Brain and Cognitive Science, Universiteit van Amsterdam, Netherlands**

I am currently doing an M.Sc. with a focus on Cognitive Science, which is planned to run until summer 2017. I am currently carrying out a half-year research project using a 7T fMRI scanner at the Department for Neurology and Neurosurgery, University Medical Center Utrecht.