

Florence Lehnert

UX RESEARCHER & DESIGNER



EXPERIENCE

- Present-2016**
UX Researcher & Designer
University of Technology, Eindhoven
- 2017-2016**
Guest Lecturer
University of Twente, Enschede
- 2016-2015**
Founder, UX-Factor
Foundation based in Enschede
- 2016-2014**
Coordinator & Teacher
University of Twente, Enschede, NL
- 2015-2013**
Researcher & Project Lead
Apollo Vredestein, Enschede

ABOUT ME

My dedication to the human to encounter their needs, wishes and limitations regarding their interaction with the environment have drawn a major thread through my study and working life. In previous jobs and during my current work as a candidate of the User System Interaction Program, I've been translating those needs into creative design solutions to shape the best User Experience. For me, growth in life is about continuously learning and experiencing. By letting curiosity leading me, I open myself to people from various cultures and disciplines. In that sense, I help myself and others growing and becoming the best we can be.

LANGUAGES

German (native)
English (fluent)
Dutch (fluent)
French (basic)

PERSONAL

Creative Spirit
Team Player
Dedicated
Analytical
Communicative
Curious

SKILLS

Project Management:
Agile, Scrum, Google Sprint

User research: Usability testing, Interviewing, Affinity diagram, Personas, Task analysis, User stories, etc.

Data Analysis: SPSS, Excel, Web Analytics

Prototyping: Balsamiq, Axure, Sketch, PowerPoint

Requirement analysis:
User & Business requirement elicitation & prioritization

Supervision & Teaching:
see [LinkedIn](#) for references

Familiarity with **HTML**,
responsive Web-design

EDUCATION

PDeng User System Interaction
University of Technology, Eindhoven
2016-Present

Master Human Factors & Engineering Psychology
University of Twente, Enschede
2012-2014

Minor Art & Crossmedia Design
University of Twente, Enschede
2010-2011

Bachelor Psychology
University of Twente, Enschede
2008-2012

Propedeuse Human Resource Management
Saxion Hogescholen, Enschede
2007-2008

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RECENT PROJECTS

Marktplaats, Navigation Flow

Marktplaats is an advertising site based in the Netherlands.

Duration: 4 weeks, 3 team members

- Exploration of the current navigation flow through Heuristic Evaluation
- Storyboarding with Google Sprint to describe the scenario and set the stage for the prototype
- Prototyping with Axure to illustrate the new navigation flow
- Usability testing to formulate improvements

Eventix, User Onboarding

Eventix is a leading ticketing service provider in the Netherlands.

Duration: 6 weeks, 4 team members

- Employed a quick iterative design process for User Onboarding by principles of persuasion
- Conducted a Card sorting study to encounter different mind maps of the users
- Prioritization & prototyping of the website structure accordingly

ACHIEVEMENTS

Symposium 'Future of UX'

Discuss the newest developments in the field of User Experience Design.

TU, Eindhoven, 28 June 2017

- Main organizer and initiative taker
- Task allocation & management of the volunteers
- Contact and acquisition of speakers & companies
- Content editing & co-designing of flyers, website

Workshops & Public speaking

I gave workshops on several conferences and events.

Several locations, 2015-2017

- UXcampNL, workshop 'Releasing your Customers' Superpowers', Eindhoven, September 2017
- Speaker of the workshop 'Content Strategy for Onboarding new users to the Web', UXIndonesia, Jakarta, July 2017
- University of Twente, Master course, workshop 'User-Centered Design in Nutshell', 2015-2017

CuriousU, Summer School

This is a one-of-a-kind combination of a summer school and a festival.

University of Twente, August 2015

- Arranging exchange for international students from Indonesia, Singapore and Scotland.
- Speaker of the workshop 'The Human Factor in a Smart Energy City'.

PORTFOLIO LINK:

<http://goo.gl/CN4hmD>

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LOCATION

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