

## Personal details

Marjolein Carla Maria Kassenaar  
Female, married  
Born 16-09-1978, The Netherlands  
Location São Paulo, Brazil  
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## Keywords

My challenge as an UX analyst and designer is to deliver high standard user experiences for digital products and services. I analyse and (re)design the user experience in a comprehensive, efficient and fun way. I have a background in Interaction Design and Media Technology and I am experienced in information architecture, interaction design and optimizing the user experience design through qualitative and quantitative user research methods. I am familiar with user centered design methods, design thinking, service design, web analytics, Scrum and Agile.

### My Skills:

- heuristic evaluation of UI
- user flowcharts
- sitemaps
- wireframes
- functional design & descriptions
- information architecture
- interactive prototyping
- usability testing
- usability expert testing
- heat, click and scroll map analysis
- A/B testing
- QA testing

### Some tools:

- MindMeister
- MS Visio
- Omnigraffle
- Axure Pro
- Optimizely
- CrazyEgg
- Google Analytics
- MS Office

## Education

Master of Science in Media Technology (English language)	Leiden Institute of Advanced Computer Science (LIACS) Leiden University Leiden, The Netherlands	2002 - 2006	Graduated
Bachelor of Art & Technology Interaction Design	Utrecht School of the Arts/HKU Faculty of Art, Media & Technology Hilversum, The Netherlands	1997 - 2001	Graduated with honors
VWO college incl. Latin	S.G. De Waerdenborch, Holten, The Netherlands	1995 - 1997	Certificates
HAVO college	S.G. De Waerdenborch, Holten, The Netherlands	1990 - 1995	Diploma

## Languages

Dutch	Fluent/native
English	Full professional proficiency
(Brazilian) Portuguese	Full professional proficiency
French	Elementary proficiency
German	Elementary proficiency
Spanish	Elementary proficiency

## Experience

### 2014 - present

August 2014 – present	Telefônica/Vivo Digital Telecommunications São Paulo, Brazil	UX analyst of Vivo's website and apps: analysis and advice on ux and usability, UI and UX (re) design. Facilitating usability tests, A/B tests and web page analytics for optimizing the user and customer experience.
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### 2013

August 2013 – June 2014	Tribo Interactive Online marketing and advertising São Paulo, Brazil	UX designer/ Information architect: UXD, interaction design, interactive prototyping in Axure, benchmarks, QA tests for hot sites, facebook and online campaigns, consulting usability tests.
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### 2012

August 2012 – May 2013	University of Applied Sciences Utrecht Hogeschool Utrecht Utrecht, The Netherlands	Lecturer of Communication and Multimedia Design course (B Comm) to all study years. Courses on process of creativity, UX Design and usability testing.
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### 2011

April - July	ACM/ YMCA Jabaquara São Paulo, Brazil	English teacher (volunteer) to children aged 7 to 13. Project 'Cultura na escola'.
February – March	Try Consultoria e Pesquisas Usability testing agency São Paulo, Brazil	UX/interaction designer (freelance): redesign, wireframes, interactive prototype (Axure).

### 2010

November 2010 – July 2012	Teacher Express & IRC Global Language schools São Paulo, Brazil	Dutch and English private teacher and teacher of small groups of youngsters, adults, beginners and advanced.
May – August	Lumina1 Propaganda Digital marketing agency São Paulo, Brazil	UX/interaction designer (freelance): Research, expert reviews, usability analysis, redesign, interactive prototypes (Axure).
March – May	Gringo (now Possible Worldwide) Digital marketing agency São Paulo, Brazil	UX/interaction designer (freelance): UX design, maps, flowcharts, e-commerce site, iPhone App prototypes in Omnigraffle.

### 2009

October – November	Entopic Internet Content Amsterdam, The Netherlands	Web editor (freelance): content migrate, copy writing and text editing. Advise on site structure.
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### 2008

July 2008 – June 2009	Mediamatic Lab Web design lab Amsterdam, The Netherlands	Interaction designer of CMS modules for social network sites: high fidelity prototyping in Omnigraffle, conducting usability tests.
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**2007**

May 2007 – April 2008	Evident Interactive Full service internet agency Utrecht, The Netherlands	Interaction designer of social websites: functional design, site maps, flowcharts, personas, scenarios, wireframes in MS Visio, card sorting and usability expert reviews.
March - April	Entopic Internet Content Amsterdam, The Netherlands	Web editor (freelance): content migration and advice on navigation.

**2006**

November 2005 – January 2007	Operator Group Delft (OGD) location-based, The Netherlands	ICT service desk employee: telephone and e-mail support, composing user manuals.
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