

Roos van Greevenbroek

UX designer with a strong research background

Amsterdam • London

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[LinkedIn](#) • [Portfolio](#)

EXPERIENCE

UCL, London — *User researcher and UX designer*

MAY 2020 - JAN 2023

Led and conducted research and design to set up a web-based Sexual Health Clinic (eSHC) for the British National Health Service. Delivered high fidelity prototypes and collaborated closely with diverse stakeholders to ensure health safety and optimise technical feasibility. Responsibilities included: interviews, thematic analysis, information architecture, personas, user flows, customer journey maps, service blueprint, rapid prototyping, low-to-high fidelity wireframing, user testing

UCL, London — *Research assistant*

OCT 2020 - FEB 2021

Led research to provide UCL's senior management with recommendations for tools and best practices to support digital remote collaboration and linked learning/working experience of staff and students during the pandemic. Survey (600+), interviews, focus groups (7), statistical analysis, thematic analysis, comparative analysis

Minddistrict, Amsterdam — *UX design intern*

FEB 2019 - JUL 2019

Worked as a UX designer in a scrum product team. Led numerous design iterations and user tests, designed flows, and conducted competitive research. Created a high-fidelity digital prototype of a responsive design for a video call feature and collaborated closely with developers for implementation.

Humanoids, Rotterdam — *UX design intern*

AUG 2018 - OCT 2018

Worked on several time-pressured design sprints for various start up companies. Responsibilities included: competitive analysis, interviews, personas, customer journeys, sketching, low-to-high fidelity prototyping and user testing.

GGZ NHN, Hoorn — *Research intern*

JAN 2015 - MAY 2016

Designed and conducted qualitative research (29 in-depth interviews) on people with psychosis to understand their problems and needs in sexual expression. Analysed research data using Grounded Theory and led writing of academic paper which was published.

SKILLS

Tools: Figma/Sketch, Invision, Qualtrics Atlas.ti/Nvivo/SPSS, Adobe CC

Methods: Interviews, contextual inquiry, surveys, usability testing, qual & quant analysis, user flows, personas, information architecture, sketching, wireframing, prototyping, visual design

Soft skills: empathy, problem solving, communication, attention to detail

EDUCATION

UCL, Msc. HCI (distinction)

SEPT 2019 - SEPT 2020, London

Initiated & contributed to several projects involving sexual health, accessibility, usability, and novel interfaces of which two I became an [ACM ASSETS2020 student research finalist](#) and [ACM CHI2020 student game competition finalist](#).

Humanoids, UX traineeship

AUG 2018 - OCT 2018, Rotterdam

VU, MSc. Psychology (distinction)

SEPT 2014 - MAY 2016, Amsterdam

My thesis was accepted for [publication](#)

VU, BSc. Psychology

SEPT 2011 - AUG 2014, Amsterdam

LANGUAGES

Dutch (native), English (fluent)