

# Curriculum Vitae

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## Work Experience

10. 2021 - Now  
Berlin, Germany
- sennder**  
**UX Research Lead & Manager**
- Setting up and leading the user research practice, research democratization and building the research team at [sennder](#).
- creation of a strategy on how to implement user research and service design in the company based on strategic insights, creating an experience vision and setting up research operations.
  - setting up a research repository
  - setting up a UX playbook with methods and processes to follow
  - conducting strategic and international research and sharing results company wide, e.g. in context research with logistic companies and truck drivers.
  - established the main user roles, personas, and user journeys for these
  - hiring UX Researchers & Service Designers, managing the team and roadmap
  - skill assessment and team building for the design and research team
  - research democratisation by giving workshops, training and presentations and implementing tools to do unmoderated user testing
  - contributing actively to the company strategy
02. 2019 - 09.2021  
Utrecht, The Netherlands
- VodafoneZiggo**  
**Senior User Researcher & UX Strategist, Line Manager Trainees**
- Helping different teams and connecting different parts of the company as a member of the Center of Excellence UX. Next to it, I initiated Research OPS at Vodafoneziggo and coach designers in UXR and Service Design.
- plan & carry out explorative user research & usability tests
  - Improve & standardize research processes and insights documentation
  - Train teams on how to work with insights
  - Project management design team orchestration for the digital transformation in the B2B sector SME & MLE
  - Create experience visions and design principles
  - Design and facilitate stakeholder workshops and design sprints
  - Agile way of working and co-creation with developers
  - Create personas, user journeys, and service blueprints
  - Create content strategies, flow diagrams, wireframes, and prototypes
09. 2016 - 09.2018  
Rotterdam, The Netherlands
- WEAREREASONABLEPEOPLE**  
**Service & UX Designer**
- [Wearereasonablepeople](#) is a fast growing software and development agency in Rotterdam. I worked in the field of UX design, user research and service design with clients such as Philips, Port of Rotterdam, ING, Rotterdam Police and UN Studio.
- 02.2016 - 07. 2016  
The Netherlands
- Design United**  
**Workshop Organizer, Webdesigner and Editor**
- I was organizing and documenting things2things, a workshop series on the topic Internet of Things by Design United the Design and Reserch network of the 3 technical universities of the Netherlands.
09. 2015 - 06.2016  
Amsterdam, The Netherlands
- Amsterdam MediaLAB**  
**UX Researcher & UX Designer**
- I worked on the project Vehicle2Grid a cooperation project of Alliander, Cofely, Amsterdam Smart City, Mitsubishi Motors and the HvA Amsterdam. I created a service for electric car drivers that allows to share their energy. [View Project](#)
04. 2015 - 07.2015  
Ho Chi Minh City, Vietnam
- GetGreen Vietnam**  
**User Researcher**
- I was planning, organising and facilitating co-creation workshops with middle sized companies, which are interested in sustainable production, and their customers. [View Project](#)
- 2008 - 2015  
Germany, Italy, The Netherlands
- Annahornberger.com**  
**Freelance Designer & Facilitator**
- 2014 & 2015: Design thinking and co-creation workshop facilitation for companies such as Volkswagen, Itallamp or ANWB, as well as and Industrial Fashion Design for Pinz Innovations.  
2011 - 2013: Industrial design and process design for design agencies such as [Indeed Innovation](#) and [IdAid](#). I worked for example on cases for Vileda and DHL.  
2008 - 2012: Graphic print design for Heimat Museum Flacht, a local heritage museum, industrial design for [Officium](#) and interior design projects for dementia patients.

# Education

09.2013 - 06.2016 Delft, The Netherlands	<b>TU Delft (NL)</b> <b>Master of Science in Design for Interaction</b>	My master studies had a focus on user research and service design methods, context mapping, creative facilitation and conceptualizing. Projects: <a href="#">Greengrid</a> , <a href="#">Grooklt</a> , <a href="#">NoxLumos</a>
09.2007 - 06.2011 Schwäbisch Gmünd, Germany	<b>Hfg Schwäbisch Gmünd (DE)</b> <b>Bachelor of Arts in Industrial Design</b>	My bachelor taught me user centered product design with a strong focus on the symbiosis of functionality and aesthetics, as well as crafting. Projects: <a href="#">Strefzug</a> , <a href="#">Waterwise</a> , <a href="#">Isbjorn</a> .
02.2010 - 09.2010 Milan, Italy	<b>Politecnico di Milano (IT)</b> <b>Exchange Semester</b>	I did an exchange semester at the Politecnico di Milano taking courses in different master programmes including service and system design, event design, integrated product design and design for sustainability.

# Volunteering

2021 - Now Rotterdam, The Netherlands	<b>Research Ops Berlin</b> <b>Curator &amp; Moderator</b>	Research Ops Berlin is a meetup and knowledge sharing community that derives from the global Research Ops community. We organize meetups in different settings discussing different topics around research ops with the berlin research community.
2018 - 2021 Rotterdam, The Netherlands	<b>This Happened Rotterdam</b> <b>Curator &amp; Moderator</b>	This happened is a reoccurring design event happening at WORM with speakers from the service, experience and interaction design field. It focuses on the process rather than the outcome. I am organizing and curating the event with 3 fellow designers & tech enthusiasts.
2020 and 2021 Remote	<b>Ladies that UX</b> <b>Mentor</b>	Mentoring younger designers and user researchers in user research, strategy and personal development.
06.2016 Brighton, United Kingdom	<b>DRS Design Conference</b> <b>Conference Volunteer</b>	Conference of the international Design Research Society. Helping the speakers to set up the equipment, setting up the conference.
02.2014 Amsterdam, The Netherlands	<b>Interaction 14 (IxDA)</b> <b>Conference Volunteer</b>	International Conference on Interaction design. Giving guidance to the visitors, help to the speakers.
10.2006 - 02.2007 Buenos Aires, Argentina	<b>Mesajeros de la Paz</b> <b>Social Worker</b>	"Mesajeros de la paz" is a social welfare centre in Buenos Aires. I was creating and carrying out an afternoon program for children of homeless people who could come there to get food and play.
2002- 2003 Stuttgart, Germany	<b>Amnesty International</b> <b>Film Maker</b>	Creating and Shooting a campaign clip for Amnesty International, to raise awareness about child soldiers. Receiving the German human rights film award for it.

# Skills

Enthographic and evaluative user research, mixed method research, customer journey mapping, service blueprinting and service orchestration, creating research based personas, research and design strategy, business model creation, story boarding, creative facilitation, co-creation methods, concept creation, architecture and wireframing, visual thinking and drawing, creating paper and clickable prototypes, usability testing, facilitating workshops and design sprints, developing new methodologies and processes.

Research Ops and Research evangelisation, public speaking and visual storytelling, agile methodologies, working with jobs to be done framework and OKRs, design management and planning, coaching and mentoring others, complex stakeholder management, experience strategy, product vision creation, teambuilding, cross functional collaboration and motivation, event organization.

## Software & Tools

TheyDo Journemapping, Usertesting.com, condens.io, dovetail, enjoyHQ, airtable, hotjar, amplitude, gsuite and MS-Office, Sketch, Figma, Invision, Miro, Mural, Illustrator, Indesign, Photoshop, Premiere Pro, Adobe XD, Solid Works (3D).

## Languages

German (native), English & Dutch (business proficiency), Italian & Spanish (basics), css and html (basics)