

Curriculum Vitae

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Date of birth: 09.01.1987

Work Experience

02. 2019 - Now
Utrecht, NL

VodafoneZiggo
UX Design Strategist & User Researcher

I work as a UX design strategist and user researcher helping different teams and connecting different parts of the company as a member of the Center of Excellence UX. Next to it, I am setting up Research OPS and coach designers in UXR.

- Set up carry out user research & usability tests
- Improve internal processes & methods & coach designers in user research
- Create research driven experience visions and design principles
- Design and facilitate stakeholder workshops and design sprints and co-create with developers, editors, and marketing in an agile way of working
- Create personas, user journeys, and blueprints
- Create content strategies, flow diagrams, wireframes, and prototypes

02. 2018 - Now
Rotterdam, NL

This Happened Rotterdam
Curator & Moderator

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 fellow designers & tech enthusiasts.

09. 2016 - 09.2018
Rotterdam, NL

WEAREREASONABLEPEOPLE
Service and 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
Delft, Eindhoven;
Twente, NL

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, NL

Amsterdam MediaLAB
Service and 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,
Netherlands

Annahornberger.com
Freelance Designer

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.

Internships

08.2009 - 02.2010 Berlin, GER	Formfjord Product Design Intern	<i>I worked on different projects in the product design domain. Concept design, model making, 3d modelling.</i> Formfjord.com
07.2007 - 09.2007 Leonberg,GER	Cirp (Rapid prototyping) Modelmaking Intern	<i>This was a technical internship, I learned all about rapid prototyping, 3D printing, iron casting, silicone and model making. Cirp produces small series of new products before they go in production.</i>

Education

09. 2013 - 06. 2016 Delft, NL	TU Delft (NL) Master of Science in Design for Interaction	<i>My master studies had a focus on user research and service design methods, context mapping, creative facilitation and conceptualizing. Projects: Greengrid, GroomIt, NoxLumos</i>
09. 2007 - 06. 2011 Schwäbisch Gmünd, GER	Hfg Schwäbisch Gmünd (DE) Bachelor of Arts in Industrial Design	<i>My bachelor taught me user centered product design with a strong focus on the symbiosis of functionality and aesthetics, as well as crafting. Projects: Strefzug, Waterwise, Isbjorn.</i>
02.2010 - 09.2010 Milan, IT	Politecnico di Milano (IT) Exchange Semester	<i>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.</i>

Volunteering

04.2020 - Now Remote	Ladies that UX Mentor	<i>Mentoring younger designers and user researchers in user research, strategy and personal development.</i>
06.2016 Brighton, UK	DRS Design Conference Conference Volunteer	<i>Conference of the international Design Research Society. Helping the speakers to set up the equipment, setting up the conference.</i>
02.2014 Amsterdam, NL	Interaction 14 (IxDA) Conference Volunteer	<i>International Conference on Interaction design. Giving guidance to the visitors, help to the speakers.</i>
10.2006 - 02.2007 Buenos Aires, Argentina	Mesajeros de la Paz Social Worker	<i>“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.</i>
2002- 2003 Stuttgart, Germany	Amnesty International Film Maker	<i>Creating and Shooting a campaign clip for Amnesty International, to raise awareness about child soldiers. Receiving the German human rights film award for it.</i>

Skills

ethnographic and evaluative user reserch, customer journey mapping, service blueprinting and service orchestration, creating research based personas, design strategy, 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.

Public speaking, agile methodologies and scrum master, design management and planning, coaching and mentoring others, complex stakeholder management

Software:

Sketch, Figma, Invision, Framer (basics), Miro, Mural, Illustrator, Indesign, Photoshop, Premiere Pro, Adobe XD, MS-Office and mac equivalents, Solid Works (3D)

Languages

German (native), English & Dutch (business proficiency), Italian & Spanish (basics), css and html5 (basics)