Dyann Berendhaus

Experience

Blauw Research / yourUX

A market research company specializing in market-driven growth through generating the right insights and helping you make better choices that lead to continuous growth.

Research Manager / UX researcher | Sep 2023 - Present
- Handle research requests and conduct client interviews;
- Recognize and translate client needs into research proposals.
- Translate research findings into actionable adjustments in experiences, strategy, processes, services and communications.
- Provide presentations, workshops and interactive sessions for clients.

Easy LMS

An online learning management system where companies can create and distribute learning material for employees worldwide.

UX researcher | Feb 2020 - Aug 2023
- Putting UX on the map within the organization, eventually resulting in a UX team.
- Setting up studies and research scenarios to conduct interviews within the customer base.
- Defining user experience guidelines and performing heuristic analyses based on these guidelines.
- Recommending solutions and providing feedback on designs and solutions to improve usability.
- Analyzing mostly qualitative research results and translating them into actionable conclusions.
  - Mapping the customer journey.
  - Creating and refining personas.
- Sharing insights and providing user experience advice during the implementation brainstorming session of the implementation teams consisting of front end developers, back end developers, and implementation consultants.
- Analyzing A/B tests using Google Analytics, Hotjar, and Unbounce.
- (Re)structuring ProductBoard - a product management software tool - to rank features order of importance.
  - Defining rating guidelines.
  - Processing new insights.
  - Organizing and leading rating sessions.

Contact

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Skills & tools

- Interviewing
- User testing
- Condens
- Confluence
- Jira
- Google Analytics
- Hotjar

Education

Bachelor of Science
Sep 2017 - Sep 2021
Communication and multimedia design
Rotterdam University of Applied Sciences
- Minor+ in Data Engineering
- Class representative years 1, 2, and 3
- Education program committee member years 2 and 4

Pre-university education (VWO)
Sep 2011 - Jun 2017
Nature and technology
Ulenhof College

- Rewriting incoming feature requests into insightful and actionable user and job stories.

Graduate intern UX design & research | Feb 2021 - Jul 2021

Graduated with a thesis on: *How might we change the mindset of Easy LMS designers and facilitate them to consider culture in design?*
Focussing on the influence of culture on design and decision making with a focus on the German market.

Intern UX design & research | Sep 2019 - Feb 2020

Assignment to map the experience of onboarding potential clients over the course of their first visit throughout the first six months and design solutions for their biggest pain points.

Volunteering

Kinderkamp Terborg

Group leader | Aug 2015 - present
- Supervise a group of approximately 10-12 elementary school children (ages 6 to 12) while biking to and from camp, building a cabin, and completing assignments.
- Support evening activities for the oldest participating children and the youngest volunteers (12-15 years old).
- Building up and painting the camp stage.

Terborg Toernooi

Match secretary | May 2022 - present
- Announcing player lineups at the beginning of the match, goal scorers during the match, and match announcements.
- Maintain records surrounding goal scorers, red and yellow cards, and player lineups.

Coördinator tokens | May 2016 - Jun 2019
- Preparing everything around token collection and sale.
- Depositing cash registers and counting money during and at the end of the day.
- Replenish token and change-token inventories.

Courses

Becoming a UX Strategist
Oct 2022
Nielsen Norman Group (online)

Google Analytics for Beginners
May 2021 - Apr 2021
Valid through April 2024
Google (online)

International Baccalaureate
Sep 2015 - Oct 2017
English Language A: language & literature Standard level
Ulenhof College