

# Violetta Thijssens

With 5+ years of experience in user-related roles in a corporate environment, I have a keen eye for the user, the product and the bottom line. I am a problem solver, storyteller, and fast learner. I love to go the extra mile for a project and my team.

## SKILLS

### RESEARCH

- Usability Testing
- Interviews
- Online & offline Surveys
- Data Analysis
- Web Metrics
- Competitor Research
- Flow Mapping
- Requirements Analysis

### DESIGN

- Prototyping
- Wireframing
- Sketching
- Drawing
- Copywriting
- Visual Design

### TECHNICAL

- Sketch
- InVision
- Axure
- Figma
- Adobe XD
- Photoshop
- Illustrator
- HTML
- CSS
- Javascript
- SQL
- Python

### COLLABORATION

- Team Player
- Communicative
- Strong Presenter
- Agile
- Project Management
- Facilitator
- Open to learning

## CAREER SUMMARY

### Business Analyst H.Essers | Aug 2019–Present

#### RESPONSIBILITIES

- Requirements analysis
- User experience
- User testing

#### ACHIEVEMENTS

- Set up asset management for applications
- Delivery of upgrade project on budget
- Launch of enterprise-sized application

### Business Intelligence Engineer H.Essers | Jan 2019–Aug 2019

#### RESPONSIBILITIES

- Building user-friendly reports
- Listening to user needs
- Stakeholder management

#### ACHIEVEMENTS

- Introduction of Power BI
- Facilitation of teamwork
- Set up major report on transport deliveries

### Senior Data Specialist GfK | May 2018–Jan 2019

#### RESPONSIBILITIES

- Data analysis
- Giving presentations
- Follow-up research projects

#### ACHIEVEMENTS

- Reduction of data processing for a bi-monthly report from one week to one day
- Improved team collaboration

### CRM Specialist Mediahuis | Oct 2016–May 2018

#### RESPONSIBILITIES

- Web metrics analysis
- Giving presentations
- Recommendations for UX

#### ACHIEVEMENTS

- Ambassador for innovation
- Part of cross-departmental team to improve the customer journey

### Market Research Analyst Mediahuis | Aug 2013–Oct 2016

#### RESPONSIBILITIES

- Usability testing and interviews
- Quantitative research
- Giving presentations

#### ACHIEVEMENTS

- Set up research on digital customers
- Research on football players that made headlines for several weeks

## EDUCATION

### Professional Diploma in UX Design

UX DESIGN INSTITUTE & GLASGOW CALEDONIAN UNIVERSITY | COMPLETED IN 2021

### Writing Course

OXFORD UNIVERSITY | COMPLETED IN 2020

### Team Coach Course

SYNTRA | COMPLETED IN 2020

### Diploma in Market and Social Research Practice

MARKET RESEARCH SOCIETY | COMPLETED IN 2018

### MA in Business, major marketing

CATHOLIC UNIVERSITY OF LEUVEN | COMPLETED IN 2013  
GRAPHIC DESIGNER OF STUDENT UNION