

Fabian van Noort



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I research people and products, to make products work for people.

Summary

Fabian is a UX researcher with 10+ years of experience serving different industries. He is a dedicated team player with an analytical mind, a strong product sense and a fondness for qualitative and quantitative research. His mission is to research people and products, to make products work for people.

Expertise

Promoting human-centered product development

- Coaching product teams on human-centered design and UX research through collaboration and story-telling in (multi)national organisations;
- Identifying product opportunities, by amplifying the voice of the customer in collaboration with PMs, designers and other team members;
- Shaping actionable ux research questions, creating research plans, driving projects, structuring and analysing data, deriving actionable insights, presenting compelling stories, prioritising and socialising next steps.

Qualitative UX Research

- Behavioral research methods, such as: (un)moderated usability testing, remote usability testing, eye-tracking, contextual inquiry, guerilla testing;
- Attitudinal research methods, such as: in-depth interviewing, concept testing, diary studies, customer feedback analysis, affinity diagramming.

Quantitative UX Research

- Behavioral research methods, such as: tree testing, first-click testing, fake-door testing, a/b-testing, click-stream analysis, conversion funnel analysis;
- Attitudinal research methods, such as: intercept surveys (CSAT/NPS/CES/UX metrics), user feedback analysis, card sorting, design surveys, Kano, JTBD.

Work Experience

Senior UX Researcher

Decathlon Digital

Dec 2024 — present

- Leading research for the Customer Identification domain across 1.800+ Decathlon stores in 40+ countries and 120+ million users online;
- Collaborating across domains within Decathlon United and collaborating with teams in local Decathlon headquarters & stores.
- Qual & quant, attitudinal & behavioral research on sign-up, on sign-in and on in-store customer identification;
- Collaborating with design, product management, engineering, and data on Continuous Discovery to understand user needs and behaviors;
- Translating research insights into design strategy to drive design goals, product goals, and business goals.

Senior UX Researcher

Valsplat

Apr 2022 — Oct 2024

- Working embedded with product teams, or driving one-off projects, to inform product decisions during discovery and delivery;
- Advocating for data-driven human-centered design by coaching products teams on UXR and quantifying user issues and solutions.
- Project lead budget responsibility €200k+, for (multi)national clients such as: Action, Albert Heijn, Brabantia, Etos, Heineken, Hogeschool Inholland, Nationale Hypotheek Garantie, Nederlandse Spoorwegen, Nieuwe Schoolfoto, PostNL, Tweakers, Volksbank.

UX Researcher

Valsplat

Oct 2016 — Mar 2022

- Preparing research plans with clients, executing research, presenting actionable insights;
- Project lead budget responsibility up to €100k, for (multi)national clients such as: Albert Heijn, Bever (AS Adventure), Brabantia, DELA, Eliza was here, HEMA, KPN, Marktplaats, Philips Hue, PostNL, Sunweb, Tommy Hilfiger, Tweakers, Van Gogh Museum.

Education

MSc. Applied Cognitive Psychology, cum laude

Utrecht University

MSc. Information Studies

University of Amsterdam

BSc. Information Sciences

Utrecht University