Lisanne Simons

User Experience Researcher

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Experience

User Experience Researcher   May 2022 – Present
Meta (contractor through Iconma)   *Menlo Park, CA*

- Conducted qualitative and quantitative end-to-end studies to understand user behavior and attitudes, as well as research syntheses to fill knowledge gaps using previous studies;
- Utilized a variety of research methodologies, including interviews, concept testing, usability testing, and surveys;
- Collaborated with cross functional partners from multiple product teams across Facebook app and Messenger;
- Delivered actionable insights and recommendations to fuel product ideation and improvement for various products and features, including 0-to-1 product development.

User-Centered Research Associate   September 2020 – August 2021
RWTH Aachen University   *Aachen, Germany*

- Conducted 2 end-to-end mixed-methods international studies to understand laypeople's perception and acceptance of Carbon Capture and Utilization;
- Presented findings to 2 consortia of academic and industry stakeholders as part of the European Union's Horizon 2020 research and innovation programme;
- Published 2 papers in the journal *Frontiers in Energy Research*;
- Designed and recorded educational videos to explain acceptance research to industry stakeholders.

Student Research Assistant   May 2017 – August 2020
RWTH Aachen University   *Aachen, Germany*

- Conducted and analyzed interviews & focus groups;
- Designed, implemented and analyzed surveys;
- Visualized data and concepts.

Education

RWTH Aachen University   October 2018 – June 2020
Master of Science in Technical Communication Fundamentals of Computer Science

RWTH Aachen University   October 2015 – August 2018
Bachelor of Science in Technical Communication Fundamentals of Computer Science

Publications

Frontiers in Energy Research   September 2021
Two Sides of the Same Coin—Explaining the Acceptance of CO_2-Based Fuels for Aviation Using PLS-SEM by Considering the Production and Product Evaluation

Skills

Qualitative research

Interviews, Focus Groups, Usability testing, Concept testing, Diary studies, Unmoderated studies, Thematic analysis, Figma, Protopie

Quantitative research

R (advanced), Python (intermediate), SQL (intermediate), SPSS (expert), Qualtrics

Languages

English (fluent), Dutch (native), German (proficient)

Soft skills

Cross-functional collaboration, Storytelling, Project management, Planning