



## CONTACT

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 hello@norapekker.com

## EXPERTISE

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- Design thinking
- User research
- User interviews
- Field studies, observations
- Personas, empathy maps
- User journeys, storyboards
- UX Evaluation
- Usability tests
- Online polls, questionnaires
- Online metrics, analytics
- UX Design
- Wireframing
- Prototyping
- Design strategy
- Working with cross country international teams
- Working in an agile environment

# NORA PEKKER

## UX Researcher & Designer

## EXPERIENCE

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2018 -

### **UX consultant**

*Infinitas learning*

*Belgium - The Netherlands - Sweden*

- Responsible for the general UX vision
- Responsible for the guidance of the digital transformation
- Aligning business strategy and UX strategy
- Creating guidelines to maintain the UX standards
- Leading third-party integrations
- Setting up KPIs and long-term online metrics
- UX Researcher and UX Designer
- Working on a cross-country product
- Working with individual countries to build positive relationships, and drive collaboration
- Leading UX evaluation across countries
- Conducting ethnographic researches
- Defining customer journeys and personas
- Leading the ideation phase
- Creating and testing prototypes
- Conducting rigorous UX evaluations
- Sharing knowledge about User Centred Design
- Internal training on several topics

2016 - 2018

### **UX consultant**

*Plantyn NV*

*Belgium*

- UX Researcher and Designer on several products
- User interviews, field studies, observations
- Analysing research data
- Building information architectures, wireframes
- UI Design
- Conducting rigorous UX evaluations
- Usability tests, UX metrics
- Sharing knowledge about User Centred Design
- Internal training

## SOFTWARE SKILLS

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- Axure
- Sketch
- Invision
- Marvel
- Hotjar
- Google Analytics
- Optimal Workshop
- Mural
- Adobe Creative Suite
- Microsoft Office

# NORA PEKKER

UX consultant

2015 - 2016	<b>UX / UI designer</b> <i>Liquid - Belgium</i> User research, UX design, UI design on different products for several customers
2013 - 2015	<b>UI designer, Visual designer</b> <i>Freelance designer - Hungary</i> UI design, Motion design, Visual design on a wide variety of projects
2011 - 2013	<b>Visual designer</b> <i>Szamos Kft - Hungary</i> Online and print visual design, Brand identity

## EDUCATION

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2018 - 2018	<b>Service Design short course</b> <i>University of Art of London</i> Service Design thinking, Service Design methodologies
2013 - 2016	<b>BA in Design</b> <i>Moholy-Nagy University of Art and Design</i> Design thinking, Interaction design, User Research, UX Design, UX Evaluation
2006 - 2010	<b>BA in Business studies</b> <i>Oxford Brookes University</i> Business Strategy, Business Innovation, Art and Design Management