



NORA PEKKER

UX Researcher & Designer

CONTACT

- +36 30 250 23 24
- hello@norapekker.com
- www.norapekker.com
- medium.com/@norapekker

EXPERTISE

- Design thinking
- User research
- Field studies, observations
- User Interviews
- Card sorting, tree tests
- Surveys, polls
- Moderated usability tests
- Metrics and analytics
- User journeys, empathy maps
- Personas
- Wireframing
- Prototyping
- Workshops
- Working with multi-disciplinary, international teams
- Working in an agile environment

EXPERIENCE

- 2019 - **Design Researcher**
IBM
Hungary
Leading a broad range of UX research approaches, both qualitative and quantitative
Conducting evaluative and generative research studies applicable to all product stages
Translating research findings into actionable recommendations
Providing insights to drive change in the product
Identifying problems and recommending new research topics
Facilitating Design Thinking workshops
Mentoring others
- 2016 - 2019 **UX consultant**
Infinitas Learning
Belgium - The Netherlands - Sweden
Design strategy, User research, UX design
- 2015 - 2016 **UX / UI designer**
Liquid - Belgium
User research, UX design, UI design
- 2013 - 2015 **UI designer, Visual designer**
Freelance designer - Hungary
UI design, Motion design, Visual design
- 2011 - 2013 **Visual designer**
Szamos Kft. - Hungary
Online and print visual design

SOFTWARE SKILLS

- Optimal Workshop
- Hotjar
- Survey Gizmo
- DoveTail
- Mural
- UserTesting
- Airtable
- Sketch
- Axure
- Jira
- Adobe Creative Suite
- Google Analytics
- Microsoft Office

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EDUCATION

2018 **Service Design short course**
University of Art of London
Service Design thinking,
Service Design methodologies

2013 - 2016 **BA in Media Design**
Moholy-Nagy University of Art and Design
Design thinking, Interaction design,
User Research, UX Design, Data visualization

2006 - 2010 **BA in Business studies**
Oxford Brookes University
Business Strategy, Business Innovation,
Art and Design Management

OTHER

Knowledge sharing

Presentations, panel discussions at
design conferences, meetups

Giving lectures and workshops about
design at various courses

Articles

Please check out my articles on Medium:
www.medium.com/@norapekker