Nadine van Lierde

I'm a curious, driven researcher who thrives on turning complex challenges into clear, meaningful insights that guide action. My work spans urban systems, public services, and everyday experiences, using design and research to understand how people navigate the world. I'm especially drawn to projects that aim to make those systems fairer, smarter, and more inclusive, through evidence-based and genuinely impactful approaches.

✉ naduvanlierde@gmail.com
🔗 Let's connect!
💬 Let's chat
📍 Spain

Professional Experience

Today — **Strategic Designer – Brand & Research Consultant** || Freelance
Co-led a research and strategy project to unify the identity of WearCheck's nine global labs under a cohesive brand system. Conducted interviews, surveys, and benchmarking to define values and alignment gaps. Delivered a cohesive brand strategy and visual guidelines.
Methods: Stakeholder Interviews · Internal Survey · Benchmarking · Brand Strategy · Visual Systems Mapping

2023 — **Product & UX Designer** || EY
Sole designer on two digital banking projects, leading UX improvements and contributing to product strategy. Led the full research-to-design process: from usability testing, A/B tests, and card sorting to turning insights into UX flows and interface prototypes. Collaborated with cross-functional teams to ensure solutions met both user needs and business goals.
Methods: Usability Testing · A/B Testing · Card Sorting · Wireframing · UX Research · Iterative Design

2022 — **Design Research Intern** || Fischer + Universidad de San Andrés
Explored user perception of the Fischer brand through interviews and research. Developed archetypes and synthesized insights to inform strategic decisions around user engagement and brand alignment.
Methods: Interviews · Surveys · Affinity Mapping · Journey Mapping · Persona Development · Mixed-Methods Research

English (bilingual) · Spanish (native) · French (basic)

Educational Journey

Master in Research for Design and Innovation
|| ELISAVA (Spain)
2024 · 2025 (Ongoing)

Hands-on training in design research, foresight, and innovation strategy. Real-world projects with public and private partners. Combines ethnographic methods, trend analysis, and qualitative tools from the social sciences to explore emerging needs and design future scenarios.

Postgraduate Diploma in Data and Evidence for Public Policy
|| Universidad Torcuato Di Tella (Argentina) · 2025 (Ongoing)

Training in quantitative methodologies for designing and evaluating public policies. Applied methods for evidence-based public policy. Combines R, data visualization, spatial analysis, and evaluation design.

BA in Design
|| Universidad de San Andrés (Argentina)
2017 · 2021

Multidisciplinary program focused on systemic and strategic design.
Developed strong foundations in research methodologies, foresight, and service design.
Key work: Top-graded thesis redesigning user journeys within the public healthcare system.

Exchange Program || IE University (Spain)

Power Skills

Strategic Curiosity · I navigate complexity by asking the right questions and connecting the unexpected. Insight isn't the end, it's a starting point for change.

Learnability with Intent · I learn fast, but not just to know more, but to do better. I observe, absorb, and adapt with clarity and care.

Designing for Momentum · I streamline processes by bringing rhythm and structure to projects, making things work better—for people and outcomes.