Roos van Greevenbroek

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I am an interaction designer and user researcher with 1+ years' experience in researching and designing solutions for cutting-edge projects. I believe that going the extra mile pays off in the quality of research findings and delightedness of users, and am at my best untangling complexity in people and systems, promoting empathy for users and sketching solutions.

EXPERIENCE & PROJECTS

Researcher
University College of London (UCL) / Oct 2020 - Feb 2021
- Conducted market research to identify tools to support digital collaboration and a connected study/working experience at UCL
- Led, designed and conducted secondary research, a wide-scale survey (600+), interviews (43), and focus groups (7) among students and staff at UCL
- Extracted themes and requirements on which I reviewed and recommended tools and best practices
- Collaborated and managed different stakeholders (e.g. UCL Vice-Provost Research - **David Price**, Head of Digital Education - **Fiona Strawbridge**, Tech Lead of UCL, Head of UCL Interaction Centre - **Yvonne Rogers**)

Researcher
Institute for Internet & the Just Society / Sept 2020 - currently
- Collaborating pro bono with interdisciplinary researchers to write and record stories and progressive solutions focussing on fair artificial intelligence, inclusive digital governance and human rights law in digital spheres

MSc. Dissertation 'How technology can support sexual desire'
University College of London (UCL) / June 2020 - Sept 2020
- Designed and employed quantitative research (survey with 70 people) and qualitative research (8 interviews and 1-on-1 participatory design workshops)
- Extracted product requirements and translated these in conceptual sketches and wireframes which I user-tested with 5 users
- Lead writer of our paper - currently under review

Student individual project - Accessibility
University college of London (UCL) / February - May 2020
- Conducted a YouTube observational study of visually impaired people in informal settlements to explore how mobile phones could be made more accessible
- Created a paper- and digital clickable prototype of my solution and user tested this on 3 users
- Wrote a paper which nominated for the ASSETS 2020 Student Research Competition and published ('CaseGuide:...')

EDUCATION

MSc. Human Computer Interaction
2019 - 2020, *distinction*
University College of London (UCL)

MSc. Clinical Psychology
2014 - 2016, *distinction*
Vrije Universiteit Amsterdam

BSc. Psychology
2011 - 2014
Vrije Universiteit Amsterdam

UX crash course
2018, 2 months
Humanoids

SKILLS

Research
In-depth interviews
Surveys
Focus groups
Participatory design
Descriptive and Correlational analysis
Thematic analysis
Personas
Competitive analysis
Usability testing
User journeys
Task flows
Heuristic analysis

Interaction design
Information architecture
Sketching
Storyboarding

Trainee Interaction Design
Minddistrict / Feb 2019 - Aug 2019
- Collaborated as interaction designer with an interdisciplinary scrum product team with app, and front and backend developers
- Designed and conducted remote user-tests (4) to review a new goal-setting feature
- Created a responsive design for a video call feature

UX researcher and designer
Humanoids / Aug 2018 - Oct 2018
- Created a self-customisation feature for startup Correctbook through conducting competitive analysis and interviews (5), and creating personas, customer journeys, sketches and wireframes which I user-tested with 5 users

Research intern
GGZ NHN / Jan 2015 - May 2016
- Designed and conducted qualitative research (29 interviews) on people with psychosis and problems in sexuality. Analysed using Grounded Theory.
- Lead writer of our paper (published 'Sexual Expression and Its…')

PUBLICATIONS
- ASSETS2020 - CaseGuide: Making Cheap Smartphones Accessible to Visually Impaired People in Informal Settlements
- CHI2020 - Make Some Noise for Nature: A Multi-sensory Public Game Experience
- Sexual Expression and Its Determinants in People with Psychosis

AWARDS
- Semi - finalist ASSETS2020 Student Research Competition
- Finalist CHI2020 Student Game Competition

Paper & digital prototyping
Wireframing
Visual design

Tools
Sketch
Invision
Zeplin
Qualtrics
Atlas.ti, Nvivo
SPSS
Adobe CC
Tinkercad
Microsoft Office

Languages
Dutch (native)
English (proficient)