



# Daniëlle Duijst

## Strategic UX & Product Researcher

Based in Malta

 [www.danielle.mt](mailto:www.danielle.mt)

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## SKILLS

### Research & UX

Qualitative/Quantitative Research  
Usability Testing  
Surveys  
Analytics  
A/B Testing  
Field studies  
Prototyping  
Design Thinking  
Interaction Design  
User Empathy  
Stakeholder Management and  
Collaboration

### Tools

Usertesting.com  
Zoom  
Airtable (research repository)  
Maze  
Figma / Sketch  
Invision  
Usability Hub  
Jira (roadmap & kanban)  
Google Analytics / Pendo  
Sharepoint

### Languages

Dutch (native)  
English (fluent)  
Maltese (basic)  
French (basic)

### Technical experience

HTML / CSS  
Git  
JavaScript  
Python  
Zapier (automations)

## RELEVANT EXPERIENCE

### Strategic UX & Product Researcher

Covantis | Remote (based in Malta)

November 2022 - Present

- Leading exploratory and strategic research initiatives based on the OKRs, focusing on new markets and new commodities to expand the business.
- Building a case for Continuous Discovery and Pioneering the Opportunity Solution Tree methodology to present actionable research findings and guide product development.
- Enhanced Product Analysis and Data-Driven decision making: leveraging analytics tools like Pendo to identify opportunities for improvement.
- Improving the Research Repository, in collaboration with the customer success team, to improve the feedback loop process.
- Working on Research Maturity Initiatives, such as improved panel and insights management, leveraging analytics and implementing UX Metrics.

### UX Researcher (Quantitative & Qualitative)

BLEXR | Malta

May 2020 - November 2022

- Leading foundational and evaluative research initiatives for the logged in space
- Creating a Research Repository from scratch with Airtable.
- Creating data-driven user personas by triangulating quantitative and qualitative research.
- Continuous collaboration and insight sharing with the product teams and stakeholders through engaging presentations, reports and visuals.
- Improving the User Recruitment Process and growing the User Panel to 100+ users.

### UX Designer & Researcher

ABN AMRO through NAVARA | Amsterdam

Apr 2019 - Apr 2020

- Leading research initiatives and the UX Design of multiple employee apps.
- Delivering high-fidelity prototypes to gather user feedback and for an effective handover.
- Organising pilots to gather user feedback.
- Collaborating with stakeholders and developers continuously.

### UX Consultant / Front-end Developer

ABN AMRO through Capgemini | Amsterdam

Mar 2018 - Apr 2019

- Delivering responsive front-end components, working with a design system and performing usability tests for the commercial website of ABN AMRO.
- Organizing knowledge sharing session about Innovation in e-commerce.

### UX Developer

Blue Harvest through Capgemini | Amsterdam

Feb 2018 - Mar 2018

- Developing angular components
- improving the UX of an MVP platform
- Collaborating within an international team.

### UX Researcher

ETPA | Amsterdam

Jan 2018 - Feb 2018

- Mapping business and user goals
- Mapping user journeys
- Designing an improved information architecture,
- Sharing UX recommendations with management

## Awards

T500 TNW Talent under 25  
shortlist 2018  
T500 TNW Talent under 25  
shortlist 2017

## Publications

"What is the effect of  
personalization on the UX of  
Chatbots?",  
UX Collective, 2020

## References

Gabriella Hinrichsen  
(BLEXR)

Bert de Groot  
(ABN AMRO)

Mattijs Ghijsen  
(Navara)

Wouter Slager  
(Capgemini)

Stefan Scerri  
(Tipico)

## IT Talent Trainee

### ABN AMRO through Procama | Amsterdam

Sep 2017 - Jan 2018

- Gathering requirements from stakeholders, writing user stories, improving team processes
- Designing an intranet page and logos for the team.

## Graduate Research Intern UX & Chatbots

### Capgemini | Utrecht

Apr 2017 - Jul 2017

- Researching for, delivering and presenting a Thesis about the effect of personalisation on the User Experience of Chatbots within the Financial Sector.

## Trainee Product Management

### Tipico | Malta

Mar 2016 - Aug 2016

- Conducting User Research, creating user tests and user flow diagrams.
- Analysing user data from Google Analytics and UsabilityHub
- Advice and report insights to product managers, UX designers and business analysts.

## Research Intern UX/UI

### Bright Alley | Utrecht

Sep 2015 - Feb 2016

- Researching how to improve the UI/UX of a knowledge-sharing application
- By doing interviews, observations and delivering a report of UX/UI recommendations

## Webdeveloper

### Social Brothers | Utrecht

Jun 2015 - Sep 2015

- Delivering responsive and user-friendly websites by using PHP, HTML, CSS and JavaScript.

## EDUCATION

### M.Sc. Information Studies (Human-Centered Multimedia)

University of Amsterdam | 2016 - 2017

### Minor Digital Design & Psychology

University of Malta | 2014 - 2015

### B.Sc. Information Studies

University of Utrecht | 2012 - 2016

## CERTIFICATES

### UX Management: Strategy & Tactics

The IDF | July 2021

### User Research Methods

The IDF | June 2021

### Opportunity Mapping

Product Talk | March 2021

### Fundamentals of Digital Marketing

Google | Dec 2018

### Customer Journey Design

Capgemini | Nov 2018

### Professional Scrum Master I

Scrum.org | May 2018