

Serena Dorrestijn

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// ABOUT ME

Hi! My name is Serena Dorrestijn. I am passionate about designing and developing systems that support and enhance human performance in all possible settings. Therefore, I believe that good products or systems should be designed and developed with the cognitive and physical characteristics of the user in mind. I aim to incorporate (user) research and user centered design in every product I deliver. I feel a system, service or product design becomes more powerful the moment design choices are based on concrete findings examined during user research or testing. Entering a creative process while keeping research findings in mind enables me to deliver products that do not only satisfy users, but also meet or exceed the client's requirements. I would not be able to deliver these values in a project without good teamwork. By maintaining a pro-active attitude and staying true to myself while remaining professional, I am able to effectively communicate with clients, stakeholders and teammembers to reach our goals.

// SKILLS

Advanced

User Experience
User System Interaction
User Testing
Data Analysis
Research
Statistics
Service Design
Prototyping

Design Thinking
Cognitive Psychology
Teamwork
Project Management
Event Management
Resilience Engineering
Information Visualisation
Adobe Illustrator

Intermediate

UI design
Coaching
Teambuilding
Sketching
Adobe Photoshop
Persuasive Design
Axure

Knowledgeable

SCRUM
HTML/CSS
Python
Processing

// WORK EXPERIENCE

UX Consultant Bright Cape

Feb 2017 - current

At Bright Cape I am responsible for delivering the best value in User Experience to our clients. Since Bright Cape has a vast amount of knowledge on data driven processes, we focus on combining subjective measures of User Experience with data driven knowledge that can be derived from internal processes or web data of our clients.

Next to working on exciting projects, I am contributing to our growing department by (among others) helping with defining our strategy, finding new enthusiastic colleagues and supporting the team where necessary with domain knowledge or professional development.

PDEng User System Interaction University of Eindhoven

Oct 2015 - current

The USI program is characterized by its focus on user centered design, practical training, teamwork and cross-cultural and international orientation (For more information on the program see: www.usitue.nl). During the first year, we work on short-term and agile projects in intercultural teams, and during the second year on a project in industry or for a government agency. This set-up has allowed me to work on many projects in a short period of time, therefore adding to my experience. Following the USI PDEng has further enabled me to develop my professional skills and has enabled me to learn and grow as a person in a challenging but stimulating environment.

// PROJECTS

I have worked with clients like Provincie Noord Brabant, Gemeente Eindhoven, Strategic Area Smart Mobility, Spotify, Eventix, Philips and TNO. For more information on my projects please look at my portfolio at www.serenamaria.nl or contact me for more details, I would love to discuss my projects.

// EDUCATION

UX Certification - UX Management & UX Research NN/g

Jan 2017 - current

I am brushing up and evaluating my knowledge within the field of UX by following courses offered by the NN/group. So far I have concluded the following courses with good result: Measuring User Experience, Engaging Stakeholders & Facilitating UX Workshops.

PDEng User System Interaction candidate University of Eindhoven

Oct 2015 - current

Next to gaining work experience, the PDEng also offers a large range of courses available for the PDEng trainees. I have concluded the following courses with good results: User Centered Design, Engineering Psychology, Agile development, Crowd Sourcing for Innovation, Mobile-UI design, Designing with video, Prototyping systems (Axure/Balsamiq), Web application development, Sketching & commercial communication, Business modeling (business model canvas), Design processes and worth based design, Statistics, Creative programming & rapid prototyping, Persuasion & Trust, Service Design, Information Visualisation.

Master Human Factors & Cognitive Engineering Universiteit Twente / TNO Soesterberg

Sep 2014 - Sep 2015

In this master the focus lies on how people interact with systems and how systems should be designed to best integrate in the world. My mastersdissertation was entitled : Situation Awareness in human-robot teams: Application of Distributed Situation Awareness theory in the field of Urban Search and Rescue. This research was conducted at TNO Soesterberg. I concluded the following courses with good results: Research methods in human factors engineering, Resilience Engineering, Intelligent Systems, Human-Computer Interaction, Traffic Psychology

Bachelor Psychology (minor Criminology) Universiteit Twente

Sep 2010 - Jul 2014

My bachelor's dissertation was entitled: Explorative study on the use of physiological measurements while learning to drive: the relationship between subjective estimations of the cognitive workload and the skin conductance level.

// VOLUNTEERING

I believe that volunteering in organisations that excite you can be rewarding and enable you to further develop yourself and gain skills and experiences that you would have otherwise not encountered.

I have volunteered at the following organisations:

Usinet (www.usinet.nl), UXCamp NL (www.uxcamp.nl), Euros Zeilen (www.euros.nl)

// INTERESTS

In my spare time I enjoy among others:

Sailing, Music (singing and playing guitar), Cooking, Travelling, Reading, Spinning and skiing.

I aim to discover something new every day.

// AWARDS & ACCOMPLISHMENTS

I have spoken or participated in the following events:

UXCampNL, 24-09-2016, Moderator Panel discussion: Bridging the gaps in UX.

UXCamp Amsterdam 2016, participant

UXInsight, 09-02-2017, Moderator Panel discussion: The ethics in UX.

NN/g London, march 2017, participant

UX Dublin, may 2017, Talk: Getting Started with UX