



# RONALD H.J. PEERINGA

## Senior UX Researcher

### Contact info

+31 (0)6 48191313

[ux@lostdog.nl](mailto:ux@lostdog.nl)

[lostdog.nl](http://lostdog.nl)

### Certifications

MML 1 and 2

HTML5 & CSS3

### Languages

Dutch (native)

English (full professional)

German (limited working)

### Honors & awards

Reed Elsevier Innovation  
Honour Roll Award, 2014

### Education

College of Multimedia –  
MML2, Multimedia  
(1999-2000)

ArtEZ Institute of the Arts –  
Bachelor Graphic Design  
(1992-1996)

### Profile

Senior user experience specialist with over 13 years of expertise in CX / UX research having worked at international companies and with cross-departmental teams.

Conducted over 300 user interviews (on location and remote) across Europe, Asia, and North America for B2C and B2B markets for large projects with agile teams.

Applying various user research methods such as qualitative in-depth interviews, hypothesis validation, concept testing, usability test scenarios, focus groups, surveys, questionnaires, card-sorting, case studies.

### Core competencies

- Managing and monitoring complex user research initiatives
- Qualitative and quantitative UX research & analysis
- End-to-end customer journey mapping
- UX coaching and workshops

### Experience

#### Senior UX Researcher for Wolters Kluwer LR (2022)

User research for Tax segment for discovering opportunities of developing practical tools;

- Quantitative research to measure current use of tooling
- Analysis and reporting of findings with recommendations
- Qualitative research on current use and needs, and validate hypothesis and concepts

#### Independent senior CX/UX researcher, Lost Dog (2021-present)

Offering services to companies to discover and improve experiences for their users and customers, uncover problems and find business opportunities.

- User interviews
- Expert reviews
- Concept & usability testing
- Journey mapping

#### Senior Researcher Experience Lead, Elsevier (2018-2020)

Deliver superb end-to-end journey experience for authors, editors and reviewers involved in the publishing process of academic research papers.

- Setting up and monitoring customer engagement program
- Conducting qualitative and quantitative user research
- Hypothesis validation
- Stakeholder management

#### Senior Research Platform Experience Manager, Elsevier (2016-2018)

Create a cross-system seamless experience for researchers for core workflow tasks to optimise conversion.

---

- 
- Project management
  - Design validation and optimisation
  - AB testing

#### **Senior User Experience Manager, Elsevier (2013-2016)**

Optimising the customer lifecycle for purchasers and end-users of Elsevier products and services by mapping the end-to-end journeys for online subscriptions, publishing peer review articles, and trade customers.

- Analyse and identify pain points
- Define and measure CX metrics of the cumulative impact of multiple touch

#### **Senior User Experience Specialist, Elsevier (2007-2013)**

UX team lead for Scopus, the leading abstract and citation database used by 5000+ academic, government and corporate institutes

- Research & Development
- Concept validation
- Review UX implementation

#### **Interaction Consultant, Eperium (2006-2007)**

Developing visual and interaction design for e-commerce applications and stores for variety of B2C and B2B companies such as FacilityLinq, OTTO, Top1Toys, Rezidor Hotel, BCC, Otto, Bouwmaat, Doove, Pluswinkel, MDY, Euretco Stock Center, Imes Dexis.

- Consultancy of IA models
- Visual design
- UI implementation

#### **Interaction and Web Designer, Bade (2001-2006)**

Design, delivery and project management for online projects. Additionally, develop corporate identities and book cover designs for our publishers and client portfolio as Bruna, Spectrum, Forte Uitgevers, Tirion, Sherpa, Connexion, Global Initiative on Psychiatry.

- Visual design
- Interaction design
- Project management

#### **Web Designer, Clockwork (2000-2001)**

Designing e-commerce sites and B2B applications for international clients such as, among others, Wehkamp, SUN Microsystems, Douwe Egberts, OHRA, PGGM, Hypotheekshop, Kappa packaging.

- Visual design
- Client presentation

#### **Graphic and Web Designer, Mindset (1998-2000)**

Develop corporate identities, website redesigns, periodicals and packaging for companies in a variety of different markets for clients such as InterAccess, PQR, OTIS, Genicom, Actebis, Schuitema, C1000, Sperwer Holding BV.

---