



RONALD H.J. PEERINGA

Senior UX Researcher

Contact info

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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 15 years of expertise in CX/UX research at various international companies with cross-departmental teams.

Conducted over 400 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
- Discover customer needs, motivations and emotion that drive their behavior
- End-to-end customer journey mapping
- Work with multidisciplinary and cross-regional teams for international companies
- UX coaching and mentoring, conduct workshop sessions

Experience

Senior UX Researcher for Eneco (2023)

User research on customers that could be interested a dynamic energy contracts for informing product development on the potential growth market segments, and understanding their needs and fears during the current crisis in the energy market.

- Stakeholder management, data analysis, user interviews, personas creation
- Planning, asses methodologies, reporting of findings with recommendations
- Data analysis and present findings with recommendations

Senior UX Researcher for Naturalis (2022)

Gain insights in the demand of DNA barcode data for environmental DNA biodiversity monitoring, by experts and researchers in this area, for the development of ARISE, an infrastructure that knows and recognizes all (multicellular) Dutch species.

- Qualitative research to validate hypotheses and discover workflow needs and pains
- Reporting of findings with recommendations, opportunities, and unmet needs

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.
