



RONALD H.J. PEERINGA

Senior UX Researcher

Contact info

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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

Experienced Senior UX Researcher specializing in CX/UX research with 15+ years of industry experience in successfully collaborating with cross-functional teams in international settings. Conducted 400+ user interviews globally, delving into B2C and B2B markets to unearth customer needs and motivations that drive their behavior.

Proficient in aligning interdisciplinary teams to harmonize business goals with customer needs. Passionate about delivering fact-based user-centric solutions that drive sustainable commercial success. I constantly challenge the status quo and thinking beyond existing boundaries.

I conduct end-to-end research on complex topics, transforming qualitative and quantitative data into actionable insights. As a collaborative team member, I am comfortable liaising with stakeholders directly to drive strategic decisions.

Core competencies

- Strategic Problem-Solving: Drive enhanced project outcomes through innovative and proactive approaches.
- Manage and monitor complex user research initiatives for optimal results.
- Conduct rigorous concept and usability testing using diverse methodologies.
- Derive actionable insights from qualitative and quantitative data analysis techniques.
- Map and optimize end-to-end customer journeys for exceptional user experiences.
- Provide impactful UX coaching and workshops to foster innovation and growth.

Experience

Senior UX Researcher for Eneco, Freelance (2023)

Overseeing and executing research initiatives targeting existing and potential customers with an interest in dynamic energy contracts. The objective is to provide precise insights that inform the strategies of product and marketing teams, facilitating targeted approaches towards growth market segments.

Results: Effectively addressing the fears caused by the 2022 energy crisis resulted in increased customer trust, more effective marketing strategies, average task completion rates of over 80%, and a reduction in churn rates.

Miro, Dovetail, MS Teams, Figma, UserSense, TestingTime, UsabilityHub, Testbirds, Slack, Keynote

Senior UX Researcher for Naturalis, Freelance (2022)

Conducting thorough research to assess the demand for DNA barcode data crucial for environmental DNA biodiversity monitoring. The insights from the interviews with seasoned experts and respected researchers in this field, played a pivotal role in the earlyde-

velopment phase of ARISE — a sophisticated infrastructure designed for the comprehensive identification of all (multicellular) species.

Results: Reporting on the intricacies involved in monitoring and measuring biodiversity, and identifying potential additional services and opportunities for supporting researchers' workflows.

Zoom, MS Office

Senior UX Researcher for Wolters Kluwer LR, Freelance (2022)

Directing user research initiatives with tax and finance advisors to uncover opportunities for developing practical tools, ultimately enhancing the company's offerings and strengthening its competitive edge.

Results: Tools identified needed for specific tasks, and discovered which ones have business opportunities for the different market segments.

Miro, MS Excel, Dovetail, Slack, Figma, SurveyMonkey

Senior Researcher Experience Lead, Elsevier (2018-2020)

Responsible for delivering a seamless end-to-end journey experience for authors, editors, and reviewers throughout the publishing process of academic research papers. Ensuring unparalleled support and satisfaction, and optimizing efficiency at every stage.

Results: Successfully implemented a new review service resulting in a remarkable 30% reduction in total publishing time across 40 journals involved in the pilot program. Additionally, the introduction of a novel tool for identifying reviewers led to a substantial increase in review acceptance rates for editors.

Sketch, Invision, Figma, MS Office, Zoom, Confluence, Jira, Trello, Dovetail, Slack, Google Analytics

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

Led the development and execution of cross-platform solutions aligned with Elsevier's commitment to innovation and user-centricity. Leveraged a collaborative approach to lead multidisciplinary teams in delivering seamless researcher experiences.

Results: Improved download conversion rates and increased user engagement.

Sketch, Invision, MS Office, Zoom, Confluence, Jira, Trello, SurveyMonkey, Google Analytics

Senior User Experience Manager, Elsevier (2013-2016)

Optimising the customer lifecycles for institutions subscribed to Elsevier key products (ScienceDirect, Scopus and ClinicalKey); Optimizing the experience for Elsevier's trade customers; Improving the experiences for users involved in the publishing process of articles; And addressing the issue for authors to correct the data on their profiles.

Results: Developed standardized onboarding and renewal processes for institutions with subscription contracts, such as introducing health checks that led to earlier identification of potential cancellations. Reducing the number of support calls from authors regarding profile data corrections.

Sketch, Photoshop, Invision, MS Office, Zoom, Confluence, Jira, Trello, SurveyMonkey, Qualtrics, Usabilla, Omnigraffe, Balsamiq, Google Analytics

Senior User Experience Specialist, Elsevier (2007-2013)

Leading the UX team for Scopus, the premier abstract and citation database trusted by over 5000 academic, government, and corporate institutions worldwide. Spearheading key initiatives such as coordinating concept and usability tests to validate designs with end-users, delivering impactful presentations of findings to key stakeholders, and ensuring the timely delivery of UI specifications for each release.

Results: Played a pivotal role in Scopus' early success by spearheading the implementation of intuitive and impactful features. This propelled Scopus to surpass its main competitors, establishing it as the most widely used and esteemed reference database among academics worldwide for accessing papers and assessing researchers.

Sketch, Adobe CS, Invision, MS Office, Zoom, Confluence, Jira, Trello

Interaction Consultant, Eperium (2006-2007)

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

Results: Increased online sales following the upgrade to a user-friendly interface for both the storefront and the back-office application, resulting in enhanced efficiency and reduced training time.

Adobe Creative Suite, MS Office, Jira

Interaction and Web Designer, Bade (2001-2006)

Project-managing online initiatives from inception to completion. Developing corporate identities and book designs for prestigious clients including Bruna, Spectrum, Forte Uitgevers, Tirion, Sherpa, Connexion, and the Global Initiative on Psychiatry.

Results: Delivered cost-effective websites empowered by user-friendly CMS, ensuring clients can effortlessly manage their online presence. Crafted visually striking designs that resonate with audiences and maintain brand consistency across diverse media and promotional channels.

Adobe Photoshop, Illustrator, Indesign, Quark, MS Office

Web Designer, Clockwork (2000-2001)

Designing e-commerce sites and B2B applications for renowned international clients, including Wehkamp, SUN Microsystems, Douwe Egberts, OHRA, PGGM, Hypotheekshop, and Kappa Packaging.

Results: Transforming established brands into captivating online experiences while maintaining the integrity of their familiar corporate identities.

Adobe Photoshop, Illustrator, Indesign, Quark, MS Office
