



Ronald H.J. Peeringa

Contact info

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Certifications

MML 1 and 2

HTML5 & CSS3

Languages

Dutch (native)

English (full professional)

German (limited working)

Honors & awards

RELX Innovation Honour Roll

Award for CJM, 2014

Education

College of Multimedia –

MML2, Multimedia

(1999-2000)

ArtEZ Institute of the Arts –

Bachelor Graphic Design

(1992-1996)

Interests

Art & Science, Anthropology,
Travel, Sustainability, Circular
Economy, Blockchain, Sound
Design, Macroeconomics,
Human Rights, Tibet,
Meditation

Profile

Senior CX/UX expert with over 15 years of experience in international corporate environments, specialising in Customer Journey Mapping since 2013. Conducted over 500 interviews worldwide and coordinated research projects for B2C and B2B organisations.

Bridges customer needs and strategic business objectives by investigating complex challenges and translating qualitative and quantitative data into evidence-based insights and actionable opportunities to improve customer experience and business performance.

Core competencies

- Customer journey mapping for internal stakeholders and external customers.
- 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.

Work experience

Senior UX Researcher for DUO, freelance (2024-2026)

Conducted ongoing qualitative and quantitative UX research and analysis to evaluate how students living away from home experienced a new verification method. Translated user insights into actionable improvements and recommendations for more effective, student-centred verification methods.

Results: All experience targets were achieved within six months and sustained over the following twelve months. By the end of the contract period, 96% of students rated their overall experience positively or very positively, with 55% rating it very positively.

Miro, Figma, MS Teams, Amberscript, Optimal Workshop, Crowdtech

Senior UX Researcher for Eneco, freelance (2023)

Developed, coordinated and conducted UX research with existing and prospective customers exploring dynamic energy tariffs. Translated research findings into strategic recommendations for product and marketing teams to support commercial growth. Validated and identified key hypotheses about the root causes of customer churn, through various concept tests.

Results: Helped strengthen customer confidence by addressing concerns stemming from the 2022 energy crisis. The resulting marketing strategies achieved conversion rates of over 80%, while customer churn declined.

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

Senior UX Researcher for Naturalis, freelance (2023)

Designed and conducted research to assess the demand for DNA barcode data for biodiversity monitoring using environmental DNA (eDNA). Analysed expert interviews to identify needs, challenges and opportunities, supporting the early development of ARISE, an infrastructure for large-scale identification of multicellular species.

Results: Mapped complex needs in biodiversity monitoring and assessment, identifying missing services and gaps in support for scientific research workflows.

Zoom, MS Office, Calendly

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

Led user research with tax and financial advisors to identify needs for practical tools and features and explore product development opportunities. Aligned research objectives with the UX lead for the Belgian product version and shared findings to support cross-market product development.

Results: Identified tools and features required for specific user tasks and uncovered new business opportunities across multiple market segments.

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

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 creation of a seamless, cross-system experience for researchers, optimizing core workflow tasks to drive conversion. I collaborated with product heads and designers of Elsevier's flagship products—ScienceDirect, Scopus, SciVal, Embase, and Mendeley—to ensure integration while maintaining the brand identities. I was responsible for reviewing and approving development deliverables, managing stakeholder expectations, and monitoring budgets and delivery timelines to ensure successful, on-time launches.

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)

Developed customer journeys for a variety of projects, among some:

- Optimising the customer lifecycles for institutions subscribed to Elsevier key products (ScienceDirect, Scopus and ClinicalKey);
- Optimization of query handing and routing by different customer support teams using RightNow and Knowledge Center;
- Optimizing the experience for Elsevier's trade customers;
- Improving the experiences for users involved in the publishing process of articles;
- Improving the process for authors when correcting data on their own 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.

Reduction in customer calls and increase of first time resolved.

Reducing the number of support calls from authors regarding profile data corrections.

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

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
