






Iris Hendriksen MSc

  
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Hi!



SOME PERSONAL DETAILS

Name
Iris Hendriksen

Date of birth
25-10-1994

Languages
Dutch (mother tongue)
English

Living in
Gouda

ABOUT ME

Nice to meet you.

I am a UX Researcher and Designer with a background in product engineering (TU Delft). I believe that true innovation happens when we embrace the richness of diversity, and I am eager to learn different perspectives and understand my own biases.

In essence, I'm not just a designer; I'm a storyteller, a problem-solver, and an advocate for creating meaningful connections between people and technology.

Let's blend creativity with purpose and shape experiences that leave a lasting impact.

WORK EXPERIENCE 1/2

From April '22 - April '24 I was part of the development program of The Talent Institute, projects in this time span are via them. Part of this 2-year program was many trainings, coaching and workshops on domain, professional and personal level.

jan - feb '24

UX Designer

Versuni (Former Philips Domestic Appliances)

As an interim designer/researcher, I worked on the MVP design for the ecommerce flow of a new app, collaborating closely with marketing and development teams. Concurrently, I conducted research on an ideal buying process scenario, gathering valuable insights from the target audience by performing interviews.

nov - dec '23

UX Researcher

Bartiméus

In this project, I delved into the nuanced daily experiences of visually impaired and blind elderly individuals. Activities of this project were recruiting for and performing 17 explorative interviews, translating compelling insights into actionable HCW (How Can We) questions crucial for Bartiméus' defining phase.



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WORK EXPERIENCE 2/2

jun - aug '23

UX Researcher
NPO

The aim for this project was enhancing the user experience of digitally reading journalistic articles. My comprehensive research included explorative interviews, evaluative prototype testing (utilizing Useberry + Figma), and quantitative user testing. The final delivery consisted of a design suggestion and an informative and self-explanatory infographic and video.

nov - mar '23

UX Researcher
Philips Domestic Appliances | Dept. Kitchen Appliances

In the Kitchen Appliances team I worked on two projects in different teams. I researched the optimal way of gathering and implementing pertinent user feedback for app enhancement. For the other project I developed concepts for new features in the NutriU (recipe) app (currently downloadable in app stores), constructing mindsets/personas and their user journeys.

jun - nov '22

UX Designer
Philips Domestic Appliances | Dept. Floor Care

As one of the UX Designers for the HomeRun app by Philips (currently downloadable in app stores), I did the design and development process from inception to launch. Leveraging tools like Figma and Usertesting.com, I ensured a user-centric approach while meeting project deadlines. We worked in sprints and performed many quick tests and iterations on design decisions.

may '22

Visual Designer
Nationale Nederlanden

During a conventional design sprint, I prioritized user needs, crafting visually appealing designs for subsequent testing phases.

since '20

Freelance designer
Iris Hendriksen | Interaction and Visual Designer

As a freelance designer I work mostly on visual design projects. While I do not actively seek new projects, I am always open to contributing my skills and insights.

'21

Marketing strategist
Hukseflux Thermal Sensors

'18 - '21

Database researcher
Hukseflux Thermal Sensors

'16 - '18

Committee work
Study Association ID

Lustrum year Commissioner of publicity

Ski trip Treasurer

'16 - '17

Website migration
Delft University of Technology



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EDUCATION

'17 - '20

MSc Design for Interaction

Delft University of Technology (IDE)

Graduation Project

De Nederlandsche Bank

At De Nederlandsche Bank (DNB), my focus was on comprehending user needs and fostering connections between the bank and the everyday Amsterdam citizen. I conducted usability testing, crafted designs, created visualizations, and facilitated collaborative sessions with historians and local residents to ensure a harmonious interaction between stakeholders.

Spanish Level 1 certificate Delft University of Technology
Innovation startup Actiforce

'14

Art school

Estudio Nómada Barcelona

'12 - '17

BSc Industrial Design Engineering

Delft University of Technology (IDE)

Internship meaningful design Designwolf Amsterdam

Minor Retail Design Delft University of Technology (Architecture)

'06 - '12

N&T + N&G Gymnasium Pre-university education

Dalton Den Haag

HARD SKILLS AND SOFT SKILLS



HARD

Figma

Adobe CC (Ai, Ps, Pr, Id)

SketchUp | Twinmotion | SolidWorks

Usertesting.com | Useberry



SOFT

UX Research | UX Design

Stakeholder management | Teamwork | Co-creation

Design thinking | Design methodology

Visual communication (graphics, video)

Customer Journey mapping | Mindsets and Personas

WHAT I LIKE

Art | Design | Museums

Interior and architecture | Thrift shopping

Diversity, equity and inclusion