

LISA BRAND

UX Researcher

WORK EXPERIENCE

Associate Researcher / University of Applied Sciences (h_da)

May 2022 - December 2022, Dieburg, Hesse

Key Responsibilities

- Conducted UX research to identify usability issues, including stakeholder analysis, jobs to be done, heuristic evaluation, usability testing, contextual inquiry, and remote moderated interviews
- Analysed qualitative data which identified opportunities for improvement in usability and overall UX
- Synthesized research findings which guided decisions around future prioritization and development
- Transmitted research findings to stakeholders, fostering informed decision-making and valuable insights which heightened stakeholder satisfaction

Key Achievements

- Insights were used to publish the research paper "Towards improved user experience for artificial intelligence systems" at Springer
- Research findings were presented on-site in Spain at the EANN/EAAAI 2023 conference, adding credibility and visibility to the study

UX/UI Designer / Contract Work

January 2017 - December 2018, International

- Gathered valuable insights through competitive analysis and desk research, which led to an informed design process
- I created visually appealing and user-friendly wireframes, prototypes, and user flows which enhanced the user experiences
- I continuously pursued opportunities for personal growth, actively learning and acquiring new skills to enhance my expertise in the field

Media Designer / Smavicon Best Business Presentations

December 2011 - July 2014, Griesheim, Hesse

- Utilized advanced PowerPoint skills to create visually impactful presentation templates, elevating the delivery of key messages
- Conducted thorough quality assurance checks on existing PowerPoint presentations, ensuring consistency, accuracy, and professional presentation standards were upheld
- Utilized design expertise to create visually appealing and memorable logos, graphics, and user interfaces

LINKS

lisa-klara-brand.com

linkedin.com/in/lisa-k-brand

SKILLS

Quantitative Research
Qualitative Research
Field-testing & Body Storming
Usability Testing
Empathy Mapping
User Journey Mapping
Personas
Heuristic Evaluation
Design Thinking
Prototyping
Wireframing

TOOLS

Miro | Mural | Canva | Trello
UserTesting.com | Excel
Figma | Adobe XD | Blender
Photoshop | Illustrator | InDesign

AWARDS

2023 | Published Research Paper
EANN / EAAAI 2023
2018 | Second Place
Microsoft Imagine Cup
2017 | First Place
ThingsCon

EDUCATION

Master's degree

October 2021 - March 2023
Expanded Media
First-class

Bachelor's Degree

April 2016 - August 2020
Interactive Media Design
Upper Second-Class (2:1)

