ISABELLA RENIRIE

Design researcher and CX consultant with 5 years of experience in a start-up, corporate and consultancy environment, along the entire design process. I am a self-starter that approaches problem-solving strategically, with flexibility and enthusiasm. My strengths lie in my communication, ability to quickly build new connections and independently navigate complex projects. My passion in using those strengths to create meaningful change.

Professional Experience

The Customer Bureau | Veriteer – Amsterdam
Ongoing-20–Senior Strategy Consultant| Design Research

- **Leading project teams** on customer research and deep trend analysis to deliver **strategic landscapes or opportunity maps** for various business development projects
- **Design** the pilot research strategy and **ongoing success monitoring** for a click-and-collect service roll-out in the US market for international grocer
- **Analysing as-is-state** of customer service across countries, supporting with roadmap to align capabilities, **and identifying opportunities for new services** in future state
- **UX analysis and improvements** for digital product of international car rental company**, building action plans** and **identifying new propositions** through customer research
- **Build out research capabilities and ways of working** in newly established UX team for an international grocer (long-term team integration)
- **Conducted** strategic market research to advice on 400million+ acquisition to enhance the CX capabilities of international retailer

The Customer Bureau | Design for the Future – Amsterdam
2022-21 – Co-founder & Venture Lead

- **Initial scoping and early phasing** of the **not-for-profit** of our internal venture platform including option grid, strategic approach, business model design, vision and mission and impact
- **Built** out local partnership with start-ups, universities, local councils
- **Developed** the marketing strategy, internal ways of working and worked closely with various freelancers to develop branding, launch plan and content

LeasePlan – Amsterdam
2020 – Consultant (project based)

- **Market and user research project** for underserved customer group with direct report to digital director
- **Conducted** qualitative research to identify overall unmet needs and identify opportunities for improvements in proposition and key friction points in digital experience
- **Designed new proposition** to improve CX across the consideration journey which was accepted and implemented on website with 1.3m monthly visitors

Discover MUST – Barcelona (start-up)
2018-20– UX Researcher

- **Conducted** ongoing customer research to explore product-market fit, drive design decisions, prioritize features, and improve the overall usability of our product
- **Created action plans, organised workshops and collaborated** closely with product, marketing team to integrate research and identify new strategic opportunity to improve

Mental Health workshops – Barcelona
2017-18 – Self Employed

- Born out of the desire to provide extra support to teenage girls for self-exploration — I **Designed** and **organised** mental health workshops in an educational startup (Learn life Barcelona), transforming behavioral science research into educational topics like self-esteem and the teenage brain.

Education

Research Master in Behaviour and Cognition - Universitat De Barcelona
(GPA: 9) *Ranking: Number 1 University in Spain and top 50 worldwide in research output*

Trained in the ability to solve research problems through the design, planning, execution and interpretation of behavioral science research. Strong focus on data collection, analysis and presentation.

Thesis work (Cum Laude) - **Collected** and **analysed** different criminal attitudes of ~2500 offenders

Bachelor of Social Sciences: Liberal arts degree – Maastricht University (graduated with honors)

Focus on psychology and neuroscience.

Courses

Copenhagen Institute of Future Studies: Applied Strategic Foresight
IDEO: Managing Complex Projects
Acumen Academy: System Thinking; Measuring Social Impact
NNgroup: Analytics & User Experience
EDx: Agile Leadership Principles and Practices
MadeFor Bootcamps: Digital Product Management; User Experience; CX Fundamentals; Data science

Tools & Methods

Methods: Human-centred design, Proposition development, System mapping, Heuristic analysis, Usability testing, A/B testing, User and stakeholder interviews, Competitor research, Trend analysis, Surveys, Option grids, Quantitative analysis, Informational Architecture, Low fidelity prototyping, Experimentation, Service blueprinting

Tools: Hotjar, Userlytics (and other research platforms), Miro, Figma (basic), SPSS, G suite, Excel, Google Analytics

Soft skills: Project management, planning and stakeholder communication, workshop preparation and facilitation, public speaking

Languages: Dutch (Native), English (Fluent), Spanish (Professional working proficiency)