# Nora Gasparik

### Cyberpsychologist by education. Design thinker by training. Ethical design advocate by heart.

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## Background

I have worked in agile and lean environments for over a decade at start-ups and enterprise corporations. With over 15 years of experience in UX research, customer experience design, design thinking and interface design, I confidently lead and manage high-performing design teams. I have strong analytical and problem-solving skills and experience with smart collaboration, design workshops and relationship management.

I use a variety of UX, research and discovery tools in different combinations to support communication, shared understanding and efficient problem-solving.

## Skills

### Research

* Deep understanding of research methods in psychology
* Quantitative research methods and statistical analysis
* Qualitative research methods, such as task analysis & persona hypothesis, cognitive walkthrough, user interviews, thematic analysis

### Collaboration

* Design Thinking Workshops
* Constructive Design Critique Sessions
* Design Sprint Facilitation
* Strategy & Vision Presentations
* Storyboarding

### Rapid prototyping

I always choose the most appropriate tool in respect of timeline and fidelity. I’m comfortable with Axure, Framer, and Figma, among many other tools.

### User Interface Design

In the past few years, I have become a huge fan of Figma, although I’m also comfortable with Sketch and Adobe XD.

## Experience

### Hertz

#### Director of UX Research & Design

##### 2021 March – 2022 June

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., is an American car rental company based in Estero, Florida, that operates approximately 12,000 corporate and franchisee locations, both domestically and internationally.

* Establishing best practices and appropriate tools for user research and interface design;
* Advocating for and driving product discovery research;
* Service design blueprint of both the existing ecosystem and the desired state for the end-to-end customer experience;
* Cross-functional collaboration with the data science team, product management, customer support, marketing, and brand to create UX Strategy;
* Liaising with external agencies on customer research and product design;
* Information Architecture, content strategy, and single-domain URL strategy in collaboration with solution architects and the marketing team to support the new CMS, organic search, and better customer experience;
* Feature parity of the website and the mobile application via mapping essential user journeys;
* Persona and jobs-to-be-done research;
* Product Owner of the multi-brand, multichannel Design System that covers Hertz, Dollar, Thrifty and Firefly web and mobile products;
* Hiring talent and building a high-performing in-house design team;
* Mentoring designers.

I was responsible for the improvement of the digital experience of Hertz throughout the digital transformation. I led a team of four UI and micro-interaction designers, eight front-end developers and an external agency to build the cross-platform, multi-brand design system within six months. With my in-house team, we researched, redesigned, and released the new Shop & Book flow for web and mobile apps. I actively participated in the UX strategy for the contactless experience, member engagement, partnership programs, and innovation track, such as exploring the possibilities of augmented reality in the mobile app. I closely collaborated with data scientists and worked on Hertz’s recommendation engine. I established meaningful messaging and eliminated error states by relying on conversational design principles to improve the self-serve experience and reduce the percentage of bookings via customer support and the time on task for booking. We significantly reduced the cancellation rate of the bookings.

### **Irish Life**

#### UX Design Lead

##### 2020 March – 2021 March

Irish Life is an Irish life assurance and pensions company. Irish Life has been part of the Great-West Lifeco Group of companies since 2013.

* Participation in creating a holistic vision for the future of insurance, pension, and investments;
* Conducting qualitative user research for both product discovery and usability testing;
* Collaborating with the analytics and marketing team, gathering qualitative insights and translating them into actionable ideas;
* Facilitating workshops with stakeholders and management;
* Researching and designing the new website and digital products (mortgage protection calculator, investment calculator, pension calculator);
* Information Architecture (IA) to make critical decisions for new features & implementations and to better follow user behaviour through multiple processes/journeys;
* Designing and driving the development of the design system;
* Mentoring the design team.

Researched and released the new Irish Life website within six months. Significantly improved key KPIs, such as customer engagement and call-back requests.

### **Brightflag**

#### Product Design Lead

##### 2019 July – 2020 March

Brightflag is the enterprise legal management (ELM) platform for corporate legal teams who want to operate more efficiently, collaborate with external service providers effectively, and strategically partner with business leaders.

* Introducing product design as a function at the company;
* Working closely with C-level management to understand product and sales strategy and align research and product design;
* Service design blueprinting and design thinking workshops to drive change, improve cross-functional collaboration, flash out inconsistencies and improve the existing features;
* As the company just started to use Scrum, set up dual-track agile for discovery track & delivery track in collaboration with the product managers;
* Defining the platform’s design system;
* Managing front-end engineers implementing the design system;
* Introduce best practices for product and user research.

### **Spencer Stuart International**

#### Senior Product Designer

##### 2017 May – 2019 May

Quest is a data-heavy enterprise application for web, tablet and mobile. It supports business processes such as progress tracking, reporting, finance, and invoicing. I have also introduced the Design Sprint at the company as a fast product discovery tool.

I was responsible for the design system initiative to allow designers to build consistent interfaces faster and collaborate on designs with Sketch and Abstract.

* Working with business stakeholders to understand and align the business- and service design goals with the product and user goals;
* Conducting user interviews, contextual inquiries and user shadowing sessions to understand the current workflows and difficulties;
* Tracking features with monitoring tools and gathering data with in-app surveys and NPS;
* Facilitating workshops and solution sessions;
* Developing personas, empathy maps, user journeys, storyboards, and task flows, and translating them to screen flows;
* Building and testing prototypes and UIs;
* Collaborating with the development teams to understand technical requirements and feasibility;
* Defining epics, stories, themes, and initiatives along with product managers and product owners;
* Participate in writing acceptance criteria and testing against it.

### **Genero Group**

#### Digital Product Design Lead

##### 2015 – 2016

I worked in active collaboration with social researchers, UI designers, and development teams on high-end design solutions. The agency’s biggest client was the most prominent Hungarian bank, OTP.

* Productisation of the internet banking applications for both private and corporate accounts;
* Designing cross-platform mobile banking and wallet applications end-to-end, from research to development;
* Conducting focus group testing;
* Field research, task-based user testing and prototype testing.

### **NovuSoftware Ltd.**

#### Senior UX Designer

##### 2013 – 2015

I worked with scrum teams closely with front-end and back-end developers on several in-house projects, primarily an online traffic management system.

* Quantitative research methods, data- and search log analysis;
* Cross-functional collaboration with customer support, product management, and risk management teams;
* Translating the findings to user journeys, task flows and wireframes;
* Rapid prototyping and usability testing;
* Multivariate testing;
* User interface design.

### **Consultant**

#### UX/UI Design

##### 2011 – 2013

I worked for start-ups on end-to-end design solutions.

### **Docler Holding Zrt. & Escalion S.à r.l.**

#### UX/UI Designer

##### 2005, 2007–2011

Docler Holding is a multinational enterprise with more than 2000 employees in Luxemburg, Hungary and the United States. Escalion is one of the companies under Docler Holding's umbrella, providing online payment services worldwide.

* Design and maintain the corporate identity of Docler Holding;
* Manage design initiatives across multiple teams and companies;
* Qualitative and quantitative user research for online payment and risk management systems;
* Prototype and test user interfaces for online payment and risk management systems;
* Heuristics, task analysis and optimisation.

## Education

### **University of Wolverhampton, Wolverhampton, England**

#### MSc in Psychology, in progress

Specialisation: Human behaviour and perception, behaviour change, designing interventions

### **Dún Laoghaire Institute of Art, Design + Technology, Dublin, Ireland**

#### MSc in Cyberpsychology

Specialisation: HCI, Computer-mediated communication, conversational design, and online consumer behaviour

Thesis: Conversational Commerce. The effect of conversational design on user trust and purchase intention

Theoretical background: Persuasion Theory, Framing Theory, Theory of Planned Behaviour, Purchase Intention Theory, and Computers as Social Actors Paradigm.

### **Dublin Institute of Technology, Dublin, Ireland**

#### BSc in Digital Technology, Design & Innovation, 1st Class Honours with Distinction

Industry Project: Mobile application for Motivation Ireland. Healthy weight management, progress tracking, food tracking, and behavioural change design. User research, interface design, and development plan for continuous delivery.

### **Moholy-Nagy University of Art and Design, Budapest, Hungary**

#### Graphic Design, Typography Specialisation

## Certifications

Critical Research (IADT)

Design Thinking

Agile Methods for UX Design (IDF)

Conducting Usability Testing (IDF)

Service Design: How to Design Integrated Service Experiences (IDF)

UX Management: Strategy and Tactics (IDF)

How to Design for Augmented and Virtual Reality (IDF)

Design Sprint Facilitator (Google Ventures, AJ & Smart)