

SUSANA BINDER

RESEARCHER & DESIGNER

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EXPERIENCE

● CX RESEARCHER

NACAR | 05 2021 - present

- Research planning and execution.
- Generative and exploratory research.
- Driving experience research along the project process to provide fact-based inputs through user interviews (in-depth and guerrilla) and shadowing.
- Presenting research insights to project stakeholders.
- Facilitating workshops (remote and on-site).
- Formulating design requirements.
- Integrating in a client's team with an agile work environment.
- Clients: GLS, Melitta, Roche

● UX RESEARCHER & DESIGNER

DDB, AUDI | 05 2020 - 04 2021

- Improved usability and optimized conversion rates by working hand in hand with the data analyst.
- End-to-end redesign of the promotional section, defined interactions and technical requirements, and specified technical requirements based on user interviews and guerilla tests.
- Analyzed usability issues (information architecture, content, navigation, UX writing) for the dealer websites.
- Spearheaded data visualization for a content journey project based on tremendous amounts of data.
- Evaluated existing user flows, uncovering pain points and user needs for +40 sites.
- Client presentations.

● LECTURER ON DESIGN THINKING AND UX

LCI | 09 2019 - present

- Capsule "Design in Progress": Research, analysis and synthesis tools, user flows, design reports, digital self-promotion

● UX RESEARCHER & DESIGNER

INTERACTIUS | 10 2019 - 02 2020

- Analyzed existing websites, identified usability problems, and proposed redesigns aligned with the business goals.
- Performed as notetaker and facilitator of user interviews and usability tests with participants.
- Assessed and improved 9 user flows, designed +150 wireframes, and defined interactions for a mobile app.

Clients: FC Barcelona, Oysho, Recast

● UX DESIGNER

DDB, VOLKSWAGEN | 05 2019 - 09 2020

- Collaborated across the team with UI designers, copy writers and content managers to achieve intuitive and user-friendly navigation while keeping business, brand strategy, and marketing goals aligned.
- Developed consistent information architecture and hierarchy.
- Reviewed and updated 27 sitemaps, and created 237 wireframes, user flows, and user journeys.

PERSONALITY

Curious

Kind

Direct

Willful

SKILLS

Research end-to-end

Generative and evaluative

Qualitative Research

Workshop facilitation

Analysis

Synthesis

Communication: clear and concise

Public speaking

Team work

Process creation

Soft leadership

German

Spanish

English

VOLUNTEERING

Talk "HMW keep curiosity alive?"

WIAD Barcelona | 2021

Jury Panel Member

Ironhack Barcelona | 2019 - 22

Mentor

Tipscool | 2020 - 21

Talk "How the hell do you get from Law to Design?"

Thoughtworks | 2019

ACHIEVEMENTS

Honorable Mention for "UX Design"

Ironhack Barcelona | 2019

Winner of Writing Challenge

Ironhack Barcelona | 2019

High Potential

ADC*E Art Directors Club Europe | 2018

Scholarship based on Contest participation "Design for a better world"

IED Barcelona | 2015