

# SUSANA BINDER

RESEARCHER & DESIGNER

hey@susanabinder.io

www.susanabinder.io

+34 655 287 663

## EXPERIENCE

### ● CX RESEARCHER & DESIGNER

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 | 02 2021

Jury Panel Member | Ironhack  
Barcelona | 08 2019 - 02 2022

Mentor | Tipscool | 2020 - 2021

Talk "How the hell do you get from  
Law to Design??" | Thoughtworks  
| 03 2019

## ACHIEVEMENTS

Honorable Mention for "UX Design"  
– Ironhack Barcelona – 03 2019

Winner of Writing Challenge –  
Ironhack Barcelona – 02 2019

High Potential – ADCE Art  
Directors Club Europe – 11 2018

Scholarship based on Contest  
participation "Design for a better  
world" – IED Barcelona – 06 2015

## ● DESIGN & BUSINESS CONSULTANT

MEDICAL EXERCISE | 01 2018 - 12 2018

- Streamlined internal business processes
- Reduced friction in the patient-client customer journey, creating more satisfying services and experiences
- Advised on the website redesign
- Designed supporting graphic material

## ● STUDIO MANAGER & DESIGNER

CREATIVE AFFAIRS | 10 2016 - 06 2017

- Coordinated daily studio activities, while evaluating and implementing productivity tools.
- Researched, benchmarked, and developed concepts, narratives, and stories for clients' brands.

## ● BUSINESS & SERVICE CONSULTANT

MEDICAL EXERCISE | 12 2004 - 12 2015

- Consulted on business strategy and tactics.
- Overhauled internal processes and patient-client journeys by assessing as-is status and projecting to-be scenarios.
- Spearheaded the websites re-design, establishing information architecture, pinpointing user needs and creating content.
- Managed Social Media.
- Negotiated partnership contracts.

## EDUCATION

### ● YOGA TEACHER

ONE YOGA THAILAND | 04 2022 - 05 2022

- Yoga Alliance (YA) registered teacher training program offering a well-rounded balance between physical & spiritual yoga in theory and practice, including a unique meditation program, enhancing the benefits many folds.
- Lectures on yoga philosophy, anatomy, and physiology providing a deep understanding of yoga and its higher purpose.

### ● SERVICE DESIGN

UXER SCHOOL | 05 2020 - 06 2020

- Learned the tools necessary to perform and deliver as a Service Designer: Analyzing, mapping, prototyping, and implementing all aspects related to the relationship that exists between the company and its clients, with the goal to gain an in-depth understanding of the user or client, its context, the business, and the technology.

### ● UX-UI APP DESIGN

IRONHACK | 01 2019 - 03 2019

- Design thinking process and user-centered Research methods
- Interface design on iOS and Android

### ● GLOBAL DESIGN

IED | 01 2016 - 07 2016

- Global vision of the different design disciplines and to train the designer's sensitivity and predisposition to collaborate with professionals in interdisciplinary teams.
- Introduction and week-long workshops to Visual Communication, Product, Space and Fashion Design, as well as transversal courses on Design Thinking, Design Research, sketching, Photography, Video, history of design.