

# Dr. Matthias Klenk

DESIGN RESEARCHER

## Experience

Design is everywhere.  
Design research thereby is  
shapening the environment  
of society. That's where I  
want to be, serving with my  
knowledge, creating a new  
future with better design.

My understanding of social  
interactions, empathy,  
design thinking and  
leadership prepared me to  
be a valuable part of design  
and UX research teams.

## SKILLS

### Design research

Qualitative & quantitative  
research  
SPSS & surveymonkey  
Usability testing  
Interviews (structured/ semi)  
Card sorting  
Ethnographic observations  
A/B Testing  
Focus Groups

### wireframes & prototyping

Sketch  
Figma  
POP App  
InVision  
Adobe Suite  
Principle  
Zeplin

### UX & EDI Consultant | Veza Global

APRIL 2021, VANCOUVER, BC

- Implementing UX research methods into design of new Diversity & Inclusion assessment tools
- Accessibility evaluation of website

### Business Manager | MOSAIC

APRIL 2018 - NOV 2020, VANCOUVER, BC

- Implemented and improved quantitative user research through surveys and interviews
- Implemented new digital processing of all systems (payment, management, workflows) and achieved efficiencies
- Developed and executed a new B2B & B2C marketing strategy that increased revenue by 200% over 2 years
- Developed and delivered Diversity & Inclusion workshops (virtual and in-person) to over 1000 participants successfully

### Research Assistant | IWT- BIELEFELD UNIVERSITY

JAN 2006 - JULY 2007, BIELEFELD, GERMANY

- Qualitative and quantitative research of scientific policy consultancy
- Supported successfully the launch of publication through database analysis

### Entrepreneur | IMMORTAL DRAGON VANCOUVER

MAY 2017 - Present, VANCOUVER, BC

- Implemented successfully user research to monitor reach and understand client base
- Created and executed the curriculum successfully
- Earned the Immigrant Entrepreneur Grant from DiverseCity
- Successfully entered Futurpreneur Program with a 10k Loan and transitioned company into digital space

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## Education

**BrainStation | Diploma, User Experience Design**

APRIL 2018 - NOV 2020, VANCOUVER, BC

**NorQuest College | Certificate, Intercultural Specialist**

JAN 2019 - MAY 2019, VANCOUVER, CA

**University Of Guadalajara | PhD, Social Science & Communication Studies**

JULY 2011 - SEP 2015, GUADALAJARA, MEXICO

**Bielefeld University | M.A., InterAmerican Studies**

JULY 2007 - JULY 2010, BIELEFELD, GERMANY

**Bielefeld University | B.A., Political Science**

OCT 2002 - JUNE 2007, BIELEFELD, GERMANY

DAAD Scholarship, RLS Foundation Scholarship

## Projects

**Digikwoon | UX/ UI Designer, Product Manager**

JAN- MAR 2021, BRAINSTATION/ CAPSTONE

Created, tested, ideated an app that supports kung fu students learning forms online or remotely

**Air Canada | UX/ UI Designer**

JAN 2021, BRAINSTATION/DESIGN SPRINT/ AIR CANADA

Redesigned the Air Canada app to prioritize Aeroplane

**Modo | UX/ UI Designer, Researcher**

FEB 2021, BRAINSTATION/REDESIGN/ Modo

Redesigned the app based on a heuristic evaluation

**Clio | UX/ UI Designer**

MAR 2021, BRAINSTATION/ HACKATHON/ CLIO

Ideated, developed and design a legal aid app

### Project Management

**Trullo**

**Asana**

**monday.com**

### Video editing

**DaVinci**

**Premiere Pro**

### **Contact information:**

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