MARJOLEIN VISSER · *Research & Design*

mobile **604.600.6352** · email **marjolein@tinymight.ca** · portfolio **www.tinymight.ca**

I'm a passionate, curious researcher and designer. I've successfully traversed different design areas: communication design, UI/UX design, CSS, and user research. No matter what I do, I'm driven to help people by creating effective product solutions.

CORE SKILLS

interaction design · usability testing and reporting · contextual-inquiry style interviews and synthesis · persona and scenario development · communication design · CSS/HTML prototypes

EXPERIENCE

Senior User Experience Designer · SAP CANADA, 2013—PRESENT

- Led generative research to articulate a new market direction for SAP analytics. I conducted user interviews and synthesized the notes into personas and their "how-to-win-them" stories which helped product management and development leads to prioritize feature gaps.
- Helped to streamline UX design and UI implementation by creating a pattern library for SAP BusinessObjects Cloud I worked with four other transversal designers to identify, clarify, and test interaction design patterns for a large international team of developers and "feature" designers.
- Developed a product experience for SAP's analytic offerings, something that had never been done before. Together with an interaction designer and user researcher, we worked to engage senior stakeholders into the process of creating a product vision to help inform the roadmap.
- Re-imagined a visual language for SAP Lumira, a suite of web-based applications, from desktop to mobile. I was responsible for leading the visual design direction for a team of junior visual designers. I worked with the design lead and senior product management to set the overall tone and implementation strategy.

User Experience Designer · SAP CANADA, 2011—2013

- Introduced visual-design practises to interaction designers well-versed in desktop thick-clients. Through a series of presentations, I introduced communication-design concepts such as working with grid systems and articulating visual metaphors to help structure an application framework.
- Facilitated communication of high-fidelity UX specifications by creating HTML + CSS prototypes. Developers liked that they could access code readily.

Web designer · THE UNIVERSITY OF BRITISH COLUMBIA, 2010—2011

- Taught myself CSS which led to me to re-organize the stylesheets for the Student Services series of sites. I created a front-end styleguide for developers and content editors for the sites' CMS.

Assistant Communications Designer · THE UNIVERSITY OF BRITISH COLUMBIA, 2006—2010

- Art-directed and illustrated a cross-campus suicide prevention campaign. The posters were re-used at other post-secondary institutions across Canada.

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CERTIFICATIONS AND FURTHER TRAINING

· **Radical Research Summit,** September 2016 (user research)

· **Design & Content Conference,** July 2016 (design and content strategy)

· **Formative Usability Testing Certification** for moderation and note-taking at S A P, 2013

· **Interlink Conference** , June 2011 (design, front-end web development)

· **C H I Conference**, May 2011

· **U E Done Right!**, Habañero Consulting Group, January 2011

· **An Event Apart in Seattle**, April 2010 (design, front-end web development)

· **Intermediate Web Development**, September – December 2009 British Columbia Institute of Technology

· **Emotional typography**, May – July 2008 Langara College

EDUCATION

Certificate in Graphic Design · 2005–2006 EMILY CARR UNIVERSITY OF ART AND DESIGN

Master of Publishing · 2000 SIMON FRASER UNIVERSITY

Bachelor of Fine Arts in Art · 1996 UNIVERSITY OF CALGARY

TOOLS

· A sketchbook, a whiteboard, stickies
· Adobe Creative suite: Illustrator, Photoshop, Acrobat, Indesign
· Sketch, InVision, Zeplin, Framer, Axure, Balsamiq
· H T M L and C S S text editor such as Sublime
· Chrome and Firefox inspectors