

Hello there!

I thrive to understand how our brains work - and how this understanding can enable us to build better tech. I'm currently working for die Mobiliar, the oldest Swiss insurance company; in my recent master's thesis I focussed on improving machine learning approaches by assessing how our brains solve related tasks.

Previous clients

- since November 2017** **Die Mobiliar.** I am currently work at the oldest private Swiss insurance company as a Senior UX Specialist.
- February 2016 - April 2017** **DesignLab.** I was working as a mentor to help the students of the DesignLab to get the best possible start to their UX endeavours.
- November 2015 - February 2017** **Mushroom Media.** I was working on a project about sustainability and sustainability reporting for the TV industry.
- April - August 2015** **JustGiving.** UX Lead to address concerns around privacy and user control and the impacts this had on the overall user experience.
- June - December 2014** **JustGiving.** UX Lead for a redesigned iOS app as well as involvement in process optimisation and definition
- March - November 2014** **Mushroom Media.** UX Lead for a project about Social Responsibility of TV companies.
- August 2012 - November 2014** **TurtleMouth.** UX & Product Management Lead for a bootstrapped startup
- April 2014** **Nitro Digital.** Two short-term projects for a pharmaceutical client.
- August - December 2013** **Time Out London.** My responsibilities included work on all channels, being responsible for the UX across the desktop web site, mobile web, and the newly-launched Time Out app.
- July - August 2013** **RightsTracker.** I worked with RightsTracker during the summer of 2013 to create a high-level prototype that includes design elements and detailed interactions, which I have created using Axure.
- May - July 2013** **DW UK** *formerly Digital White*
Leading two UX projects, one of which involved coaching and mentoring of a group of 20 graduates.

January - March 2013 **TV Everywhere.** This agency brought me in to carry out an extensive Analytics review for one of the leading Museums in London.

April 2011 - December 2012 **Digital White.** My first position as a UX Designer; in this agency I worked on all stages of the UX Design process and was made responsible for UX Strategy and UX inputs to pitching in specific.

Education

res.M.Sc. in Brain and Cognitive Science, Universiteit van Amsterdam, Netherlands

Issued with cum laude in 2018.

I am currently doing an M.Sc. with a focus on Cognitive Science, which is planned to run until October 2017. After having carried out a half-year research project using a 7T fMRI scanner at the Department for Neurology and Neurosurgery, University Medical Center Utrecht I moved on to write my thesis at the Institute of Neuroinformatics, Zürich, on biologically-inspired artificial intelligence.

Thesis title: Unsupervised scene and place recognition based on features extracted from pretrained convolutional neural networks

B.Sc. in Cognitive Neuroscience, University of Westminster, London

Issued with First Honours in 2013.

Awards: High Achievement Award over £1,000 for academic excellence (2011/-12 and 2012/-13)

Thesis title: Examining the effects of a four-week condensed Mindfulness-Based Stress Reduction programme on the unity and diversity of Executive Functions