

# Isabel Schnebelie

schnebelie.i@gmail.com ❖ (562) 999-6648 ❖ Laguna Hills, CA

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## EDUCATION

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### University of California, Irvine

June 2025

*Specialized Study, Python for Data Science, Web and Core Programming*

*Irvine, CA*

- Relevant Coursework: Python for Data Analysis; Data Preparation, Modeling and Visualization with Python; Data Structures, Data Mining and Big Data with Python

### The Hague University of Applied Sciences

July 2023

*Bachelor of Science (BSc), User Experience Design*

*The Hague, the Netherlands*

- Relevant Coursework: Interaction Design, Research for Design, Programming (HTML/CSS, Javascript), Building Engaging Prototypes, Design for Emotion, Values in Design, Game Design Minor
- Member of the Student Advisory Committee

### Fontys University of Applied Sciences

July 2020

*Propaedeutic Certificate, Information and Communication Technology*

*Eindhoven, the Netherlands*

- Relevant Coursework: Embedded Systems, Programming C#, Databases (SQL, Data Modeling), Game Design

## SKILLS

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**Tools:** Figma, Adobe (XD, Photoshop, After Effects, Illustrator), Tableau, Git, Jupyter, Miro, Qualtrics

**Languages:** Python, SQL, C#, Javascript, HTML/CSS

**Technical:** A/B Testing, Usability Testing, Heuristic Evaluation, Card Sorting, Affinity Clustering, User Interviews (Semi-structured, Structured), Surveys, Personas, Prototyping, Wireframing, Interaction Design

## WORK EXPERIENCE

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### Crocs Europe B.V.

Feb. 2023 – July 2023

*Digital Design Intern*

*Hoofddorp, the Netherlands*

- Performed user research and data analysis to design a marketing campaign aimed towards university students in the Netherlands, resulting in the official Crocs ad campaign 'Your Crocs. Your Story. Your World.'
  - Project portfolio can be seen here: <https://www.ischnebelie.studio/work/digitally-marketing-crocs>
  - Performed Desk Research, User Interviews, Surveys, Observations, A/B testing, Think-Aloud testing and Affinity Clustering; Created Personas; Designed Low-fidelity and High-fidelity Prototypes
- As a Digital Design Intern, I supported the digital design team in the creation of eCommerce marketing assets.
  - Turned creative briefs into digital design assets featured in emails, social media posts, and onsite that conveyed brand, product, or promotional stories
  - Collaborated with the global team to ensure designs across campaigns were consistent
  - Supported the design team in knowledge sharing and reporting

## PROJECTS ❖ [UX Portfolio](https://www.ischnebelie.studio/work/ux-portfolio) ❖ [GitHub/Data Analysis Portfolio](https://www.ischnebelie.studio/work/github-data-analysis-portfolio)

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**Children's Library Space Redesign:** <https://www.ischnebelie.studio/work/childrenslibrary>

- Redesigned the public library space to help children feel more welcome and excited about choosing books
  - Performed Environment Observation, Participatory Design, Photo Study; Created a concept video

**Lely's Calf to Cow Interface:** <https://www.ischnebelie.studio/work/lely>

- Designed an application for calf monitoring that communicates information to farmers in a user-friendly way
  - Performed User Research (Desk Research, Semi-Structured Interviews), Affinity Clustering