

# Ishany Balder

ishany.balder@gmail.com

[LinkedIn](#) • [Portfolio](#)

Portfolio Password: IECBPortfolio

## UX SKILLS & EXPERTISE

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- Tools:** Figma • Axure • RapidUserTests • TestingTime • Maze • OptimalSort • Adobe XD & Illustrator • Miro
- Expertise:** **User research:** contextual interviews, client discovery workshops, user surveys • **Usability testing:** moderated & unmoderated testing, heuristic evaluations, tree testing, card sorting • **Design:** Journey mapping, personas, scenarios, storyboards, task models, information architecture, taxonomy planning, wireframes, interactive prototypes • **Development:** Acceptance criteria formulation & developer handoff, UAT & test case creation • **Launch:** Client trainings, documentation & post-launch support • **Project Management:** agile roadmapping & cross-functional stakeholder alignment
- Languages:** English (Native), German (B1 level), Dutch (A2 level)

## PROFESSIONAL EXPERIENCE

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### KHUYA LABS Halifax, Canada

#### 02.22 – 05.25 Co-Founder & Product Manager

- Conducted in-depth customer interviews and market research to define product-market fit.
- Synthesized qualitative insights into actionable personas and product vision documents.
- Designed user flows and system data flows to communicate functionality to developers.
- Prioritized features and built product roadmaps through continuous user feedback and agile iteration.
- Delivered wireframes, mockups, and high-fidelity Figma prototypes for development and investor pitching.
- Supported early-stage fundraising by crafting the product narrative and presenting progress to investors.

### Wicket Inc., Ottawa, Canada

#### 08.22 – 05.24 UX Researcher & Designer (Remote)

- Led end-to-end UX processes for association websites, from discovery to post-launch support.
- Conducted client workshops and stakeholder interviews to define user and business needs.
- Performed content inventories and audits to inform IA and future content strategy.
- Created detailed user journeys and wireframes for complex user flows.
- Collaborated cross-functionally with developers, project managers, and implementation specialists to map data flows and define taxonomies.
- Produced acceptance criteria and delivered UX handovers for development.
- Wrote detailed test scenarios and guides enabling clients to perform their own acceptance testing.
- Conducted client onboarding and training sessions, and created comprehensive documentation (written and video) for long-term usability.
- Provided post-launch UX support, addressing user feedback and ensuring a smooth transition to live environments.

### USABILITY ACADEMY Berlin, Germany

#### 12.21 – 07.22 Usability and User Experience Research Trainer (Remote)

- Delivered online courses on usability principles and the User-Centered Design Process.
- Trained students in UX research methods, prototyping (Figma), and usability testing (Maze).
- Guided exam prep for students pursuing the 'Certified Professional for Usability and UX' certification.
- Developed original course material, including hands-on exercises and digital tools walkthroughs.

### THE DECISION LAB Montreal, Canada

#### 12.21 – 01.22 Content Creator (remote part-time)

- Was responsible for locating, synthesizing, and creating written content related to behavioural science, behavioural economics, and psychology.
- Took part in meetings with the team of writers to come up with new content ideas.

### UNIVERSITY OF CALIFORNIA SANTA BARBARA, Santa Barbara, USA

#### 12.19 – 08.20 Research Intern at the Laboratory for Computational Cognitive Neuroscience

- Researched the effects of environmental volatility on procedural human category learning.
- Conducted research on the neural and psychological foundations of human learning and carried out behavioural experiments to fill knowledge gaps in the field.
- Used Python and programs such as PsychoPy to generate experiments and analyse gathered data.

## **APPLIFT GMBH Berlin, Germany**

09.17 – 08.18 **Trainee in Employer Branding**

05.17 – 08.17 **Intern in Employer Branding**

- Main HR project lead for AppLift's global employer branding project. I collaborated with the management team, global HR, and Marketing teams to build the foundations of AppLift's employer brand. Our ultimate goal was to improve retention by increasing employee job satisfaction.
- Initiated and successfully rolled out AppLift's first global internship program.
- Was responsible for partnerships with universities globally. I organized events to host students, and I represented AppLift at key events and university fairs.

## **FRIEDRICH EBERT STIFTUNG Dar es Salaam, Tanzania**

06.15 – 08.15 **Research Intern for the Young Leader's Forum**

- Was responsible for researching topics taught in the program and creating manuals with in-depth information on each topic. The manuals were to be used for forums held by FES in countries throughout Africa.

## **CERTIFICATION COURSES**

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06.21 - 09.21 **USABILITY ACADEMY Berlin, Germany**

UXQB® Certified Professional for Usability & UX Foundation Level (CPUX-F exam score: 93%)

01.21 - 03.21 **LE WAGON CODING BOOTCAMP Berlin, Germany**

Full Stack Web Development: HTML, CSS, Bootstrap, JavaScript ES6, SQL, git, GitHub, Heroku, & Ruby on Rails.

## **EDUCATION**

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08.18 - 08.20 **MAASTRICHT UNIVERSITY Maastricht, The Netherlands**

Research Master in Cognitive and Clinical Neuroscience, Specialization: Neuroeconomics

**Relevant courses:** Behavioral Economics, Microeconomics, Social Neuroscience, Experimental Economics

01.14 – 01.17 **UNIVERSITY COLLEGE ROOSEVELT Middelburg, The Netherlands**

Liberal Arts & Sciences, Major: Psychology and Sociology, Minor: Statistics

**Relevant courses:** Social Psychology, Consumer Society & Media, The Psychology of Organisations, Management & Leadership, Psychotherapy & Behavior Change, Socio-Cultural Anthropology, Modern Sociology

## **CONFERENCE PRESENTATIONS AND PUBLICATIONS**

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10.15 Presented at the 9th European Congress on Violence in Clinical Psychiatry. In Copenhagen, Denmark  
**Conference publication:** Response Crisis Intervention Model for Conflict Management: Fidelity Scale in Psychiatric Care. Department of Social Sciences, University College Roosevelt.

05.16 Presented at the Cultural Difference & Social Solidarity Network (CDSS) conference on 'Critical Pedagogies, Power & Possibilities: Strategies for Difference and Solidarity in Contemporary Societies' in Blackburn, England.  
**Paper presented:** Evaluation of a School Intervention Preventing Terrorism (U.CaRe): Perspective Taking and Conflict Resolution. Department of Social Sciences, University College Roosevelt.

## **PERSONAL INTERESTS & ACHIEVEMENTS**

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**Awards:** Awarded 1st place for the research proposal "The Impact of Outcome Severity on Equality Bias Magnitude in Collective Decision Making" among 22 research teams participating in a research grant writing completion at Maastricht University, The Netherlands.

### **Positions of Responsibility:**

04.15 – 08.16 Human Resource Manager for the University College Roosevelt's common house.

04.15 – 04.16 Vice-chair of Amnesty International's student group in Middelburg, The Netherlands.

04.15 – 04.16 Treasurer of University College Roosevelt's Psychology Committee.