

# Isabel Schnebelie

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## PROFESSIONAL SUMMARY

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**UX Researcher** with 3+ years of experience in UX Research. Translates complex user behaviors and findings from quantitative and qualitative methods (including interviews, surveys, usability testing, and A/B testing) into data-driven recommendations that deliver measurable business results. At Crocs Europe, this research successfully pivoted the e-commerce strategy in the Netherlands, leading to the official 'Your Crocs, Your Way' digital marketing campaign.

## EDUCATION

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UNIVERSITY OF CALIFORNIA-IRVINE, Irvine, CA September 2025 - September 2026  
**Master of Human-Computer Interaction and Design**

Relevant Coursework: User Needs Analysis; User Experience Evaluation; Design and Prototyping; Capstone Project

THE HAGUE UNIVERSITY OF APPLIED SCIENCES, The Hague, the Netherlands September 2020 - July 2023  
**BSc, User Experience Design, GPA: 3.70/4.00**

Relevant Coursework: User Research (User Interviews, Surveys, A/B Testing); Data Analysis; Graduation Project at Crocs

UNIVERSITY OF CALIFORNIA-IRVINE, Irvine, CA September 2024 - June 2025  
**Specialized Study, Python for Data Science, Web and Core Programming**

Relevant Coursework: Python for Data Analysis; Data Preparation, Modeling and Visualization with Python

FONTYS UNIVERSITY OF APPLIED SCIENCES, Eindhoven, the Netherlands August 2018 - June 2020  
**Propaedeutic Certificate, Information and Communication Technology**

## SKILLS

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- **Tools:** Figma, Qualtrics, UserTesting, Optimal Workshop, Adobe Creative Suite (XD, Photoshop, After Effects)
- **UX Research Methods:** Observational Studies, User Interviews, Surveys, Participatory Design, Personas, User Journey Maps, Contextual Design Models, Storyboarding, Usability Testing, Cognitive Walkthroughs, Heuristic Evaluation, A/B Testing, Tree Testing, Quantitative Testing, Qualitative Testing, Affinity Diagramming
- Sketching, Wireframes, Low-Fidelity & High-Fidelity Prototyping, UI/UX Design, Design Systems, Data Analytics
- Cross-functional Collaboration, Attention to Detail, Organization Skills, Verbal and Written Communication, Project Management
- **Programming Languages:** Python, HTML, CSS, JavaScript

## WORK EXPERIENCE

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**Crocs Europe B.V., Digital Design Intern**, Hoofddorp, the Netherlands February 2023 - July 2023

- Conducted independent user research (Qualtrics Surveys, Remote User Interviews, Observations) and data analysis (Affinity Diagramming)
- Designed and tested prototypes (A/B testing), resulting in an official digital marketing campaign launched in 2025
- Created 30+ e-commerce marketing assets in Figma.
- Aligned EU and global teams by presenting designs to stakeholders to ensure consistency across campaigns.

## PROJECTS

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**WASH-Connect UX Audit** | [www.isabelux.com/wash-connect-evaluation](http://www.isabelux.com/wash-connect-evaluation)

- An audit of the usability and market position of WASH-Connect using expert and user evaluation methods.
- Conducted Expert Evaluation methods (Cognitive Walkthrough, Competitive Analysis), Usability Testing (Tree Testing & Quantitative Testing on Optimal Workshop), and Qualitative Testing via UserTesting.
- Translated data into actionable, qualitative and quantitative insights and recommendations.

**Your Crocs, Your Way** | [www.isabelux.com/crocs](http://www.isabelux.com/crocs)

- A digital marketing campaign that encourages students in the Netherlands to buy Crocs by promoting individual style.
- Performed User Research (Observational Studies, User interviews, Surveys on Qualtrics), Data Analysis (Affinity Diagram, Personas), and designed Low-Fidelity and High-Fidelity Prototypes.
- Resulted in an official Crocs marketing campaign, 'Your Crocs, Your Story, Your Way.'