

Isabel Schnebelie

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Professional Summary

User Researcher with 2+ years of experience and passion for video games. Conducts user research studies, product evaluation, and translates findings from quantitative and qualitative methods (including interviews, surveys, usability testing, and A/B testing) into actionable insights. At Crocs Europe, this research pivoted the e-commerce strategy in the Netherlands, leading to the official 'Your Crocs, Your Way' marketing campaign.

Education

Master of Human-Computer Interaction and Design September 2025 - August 2026
University Of California, Irvine | Irvine, CA

Specialized Study: Python for Data Science, Web and Core Programming September 2024 - August 2026
University Of California, Irvine | Irvine, CA

Bachelor of Science in User Experience Design September 2020 - July 2023
The Hague University of Applied Sciences | The Hague, the Netherlands

First-Year Certificate (Propaedeuse) in Information and Communication Technology August 2018 - June 2020
Fontys University of Applied Sciences | Eindhoven, the Netherlands

Skills

- **Tools:** Qualtrics, UserTesting, Optimal Workshop, Figma, Adobe (XD, Photoshop, After Effects), Miro, Figjam
- **UX Research Methodology:** A/B Testing, Affinity Diagramming, Card Sorting, Cognitive Walkthroughs, Contextual Inquiry Models, Exploratory Research, Heuristic Evaluation, Information Architecture, Observational Studies, Participatory Design, Qualitative Testing, Quantitative Testing, Storyboarding, Surveys, Tree Testing, Usability Studies, User Interviewing, User Journey Maps
- Sketching, Wireframes, Low-Fidelity & High-Fidelity Prototyping, UI/UX Design, Design Systems, User Flows
- Cross-functional Collaboration, Attention to Detail, Organization Skills, Verbal and Written Communication, Project Management, Stakeholder Management
- **Programming Languages:** Python, HTML, CSS, JavaScript, C#

Work Experience

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

- Conducted independent UX Research with quantitative and qualitative research methods (Qualtrics Surveys, User Interviews, Observations) and Data Analysis (Affinity Diagramming)
- Designed and tested prototypes made in Adobe XD (A/B testing), inspiring an official marketing campaign.
- Designed 30+ e-commerce marketing assets in Figma.
- Aligned EU and global teams by presenting designs to stakeholders to ensure consistency across campaigns.

Key Projects

Your Crocs, Your Way | www.isabelux.com/crocs

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

WASH-Connect UX Audit | 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 Studies (Tree Testing, Quantitative Testing on Optimal Workshop), and Qualitative Testing via UserTesting.
- Translated data into actionable insights and recommendations.