



# Joyce Roco

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## Work experience

### SR. UX DESIGNER

Knab (jan 2020- currently)

Money is not about finances, it's about emotions. What drives people when it comes to their financial health? In an industry devoted to the people who use our products, services, and applications, usability is key. I ask questions. I take notes. I learn everything I can about the target audience and then constantly test the hypotheses throughout and after the design process via quantitative & quality methods.

### UX DESIGNER

Whello (2018- 2020)

Some would say I invented the infrastructure digital products, so users can reach their destination in the most efficient way. I would say I was bringing ideas to life by crafting user experiences and conceptualise exciting ways for brands and companies to interact with people. My responsibility was to conceptualise, research, design and A/B test products and services or to enhance and evolve new or existing user experiences. I was Lead Optimization for our E-commerce clients. .

### UX / UI DESIGNER

TBWA\Neboko (2016 - 2018)

Design should impress. Design should please. Design should rock. But most importantly, design should solve complex problems. Therefore, we created 'disruptive' user experience flows and cross-platform digital creations for clients like Hudson's Bay, McDonald's, Aegon and L'or Espresso. Based on the clients brief the scope can include personas, flowcharts, wireframes, prototyping or/and visual design. Because of the strong connection between digital design and technology & data I was also part of TBWA\Tech which is focused on Research & Development.

### UX / UI DESIGNER

Vliegtickets.nl & WTC.nl & Schipholtickets.nl / Otravo (2011 - 2016)

Growth hacking, researching, concepting, visualizing, testing and optimizing. All part of the 'deal'. My main responsibility was to create new concepts & optimize existing experiences to increase the conversion of our brands. Sometimes with the focus on A/B testing or eye tracking, sometimes with the focus on research for new products or features. To make sure that all of our projects will run smoothly we worked Agile (SCRUM).

*A user centered designer  
with a passion for  
innovation & technology.*

## Software



- Sketch
- Figma
- Google Optimize
- AfterEffects
- Photoshop
- Axure
- Invision

## Education

### BACHELOR OF ARTS

Hogeschool van Amsterdam (2007 - 2011)  
Graduated: yes (Cum laude)

### VISUAL CULTURE

Amsterdam Fashion Institute (2009 - 2010)  
Graduated: yes

### HAVO

Blaise Pascal College (2001 - 2006)  
Graduated: yes

## Skills

- UX Design
- (A/B) Testing
- Storytelling
- Visual Design
- HTML5/CSS
- Javascript

