

Hugo Verhoeef

UX Researcher / UX Designer

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UX Researcher / UX Designer with over 6 years of experience conducting user research, usability testing, and translating insights into effective solutions within a SaaS environment. Skilled in interviews, concept validation, iterative testing, and structuring complex data into clear, actionable information. Strong in analysis, synthesis, and guiding multidisciplinary teams toward user-friendly, data-driven product improvements.

Work experience

June 2019 - present

UX Designer Presspage

UX Research & Analysis

- Led user interviews, feedback sessions, and task analyses to identify user needs, workflows, and pain points across various products.
- Set up and conducted moderated and unmoderated usability tests for new and existing platform features.
- Performed qualitative and quantitative analysis to support decision-making within the product roadmap.
- Created research summaries and actionable insights for product management and development teams.
- Developed personas and journey maps to create alignment with stakeholders.

From insights to solutions

- Conducted discovery and validation research and translated the findings into a user-friendly design for a media inquiry system that streamlines communication between the company and media outlets, resulting in increased efficiency and improved response times.
- Identified issues and bottlenecks in the previous CRM system and designed a new CRM solution that significantly improved efficiency and customer satisfaction.
- Performed research into inconsistencies and friction points within the existing platform, forming the foundation for the development of a design system that greatly improved collaboration between design and development.
- Analyzed mobile usage and inventoried usability issues, resulting in a validated design for a fully responsive platform.
- Regularly tested low- and high-fidelity prototypes with end users to validate assumptions and steer iterative improvements.

Other

- Close collaboration within an agile team with developers, product owners, and product managers.
- Managed Presspage's corporate website to ensure UX consistency.

Skills

- UX Research: User interviews, usability testing, concept validation, desk research, quantitative data analysis, task analysis, customer journey mapping
- UX Design: Translating complex data into user-friendly design solutions, lo-fi & hi-fi prototypes
- Stakeholder Management
- Agile / Scrum
- Frontend Development: HTML/CSS/ Javascript/Python/SQL

Languages

- Dutch
- English

Toolkit

- Figma
- Hotjar
- Userpilot
- Google Analytics
- Jira / Confluence
- HTML / CSS / JS / Python / SQL

• Jan 2022 - present

Websites & Frontend — Radically Open Security & Post Growth Entrepreneurship

Maintenance and optimization of websites

• April 2017 - June 2019

Newsroom developer Presspage

- Using HTML, CSS/SCSS, and JavaScript, I designed and developed custom, responsive newsroom templates tailored to the specific needs of clients.
- Managed the newsrooms of multiple clients.
- Provided expert guidance and advice to clients and customer success managers on topics related to newsrooms.
- Optimized the workflow for building newsrooms by implementing a design system, resulting in improved efficiency and consistency.
- Led the onboarding process for three new newsroom developers.

• Sep 2016 - Jan 2017

UX Research Project OnderwijsAdvies

Graduation Project Communication & Multimedia Design

- Conducted extensive discovery research into the needs of gifted children and the students who support them.
- Used interviews, concept validation, and prototypes to gather insights.
- Synthesized research findings into personas, journey scenarios, and a validated concept for a buddy system
- Completed the project with research-based wireframes that formed the foundation for further development.

• 2014 - 2016

Website & Frontend Projects

Conducted user research, wireframing, and usability testing for various organizations, combined with front-end development (HTML, CSS, JS).

Projects included:

- Fast@Home
- Informatique
- Praktijk de Leerbloem

Education

Jan 2013 - Feb 2017

Communication and Multimedia Design - The Hague University

Focus on human-centered design, UX research, usability principles, and iterative design processes.