

Roos Horselenberg



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www.rooshorselenberg.com

Education

Communication and Multimedia Design

Juli 2024 Cum Laude

Hogeschool van Amsterdam

Recognition

Golden Dot Awards 2021

Project 'Mijn Moestuin'

[View project](#) 

Skills

Design

UI/Interaction design, Prototyping,
Usability testing, User flows, Interviews,
Illustration, Wireframing, UX Research,
Agile Development

Software I worked with

Figma, Miro, Mural, Adobe CC, Marvel,
Blender, Touchdesigner, Arduino, HTML,
CSS, Javascript, Jira, Confluence,
Userzoom, Maze, VWO

Experience

Product Designer | Group.one

Fulltime

dec. 2024 – present

- Designing productpages and improving on order flows and cross sells.
- Setting up A/B tests, and working together with a CRO specialist to increase conversion.

UX Designer | Albert Heijn GenAI Labs

Parttime

feb. 2024 – dec. 2024

- Designing for several projects for customer applications, and employee applications.
- Making a redesign of the current project portfolio.
- Onboarding interns and helping them set up their projects.

UX Designer Intern | Albert Heijn UX Team

Fulltime

feb. 2024 – jul.2024

- Worked on my graduation project to incorporate healthy food choices more into the AH app.
- Conducted research by setting up surveys, doing in person interviews and usability testing my prototype with customers several times.
- Graduated cum laude with this project.

[View project](#) 

UX Designer Intern | Albert Heijn GenAI Labs

Fulltime

sep. 2023 – feb. 2024

- Collaborated with stakeholders, business developers and software developers to develop innovating projects.
- Created, refined and tested prototypes for customer applications and employee applications.
- Interviewed and tested prototypes with Albert Heijn customers.

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UX Designer Intern | CMD Agency

Fulltime

april. 2022 – jun. 2022

- Working on projects for two clients, one being Scrum Academy. And the other a redesign of the website cmdmethods.nl.

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