



KARIN RUIGROK

UX & CUSTOMER INSIGHTS SPECIALIST

CONTACT



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SKILLS

Qualitative in-depth interviews

Focus groups

Co-creation sessions

Usability testing (websites & digital products)

Stakeholder interviews

INDUSTRIES

E-commerce (webshops, social media)

Media (print, magazines, reading)

Art & Leisure (theatre, entertainment,
holidays and travel, sports)

Education (schools and publishers)

CURRENT EMPLOYMENT

2016 – present

Freelance: UX, Qualitative Research, Marketing

Helping organizations improve UX, conversion, and customer experience through qualitative research.

- Target group research and customer insights
- Concept and proposition testing
- User research and usability testing
- UX and usability reviews
- Conversion optimization advice
- Translating insights into actionable recommendations

2020 – present

Lecturer in UX Research

E-commerce program

Windesheim University of Applied Sciences

RESEARCH EXPERIENCE

AGENCIES

- Newcom Research, Enschede (2019-2020)
- Right Marktonderzoek, Zwolle (2002-2008)
- Motivaction, Amsterdam (1998-2002)

IN-HOUSE

- De Persgroep and Wegener Media (2008-2016)
- NPO (formerly Teleac-NOT) (1996-1998)
- NS Reizigers (1994-1996)

EDUCATION

1994 – 2023 Various training programs:

- Agile Coach
- Innovation Management (MBA Module)
- Digital Marketing
- Strategic consulting skills
- NIMA A and B
- Online Influence and Cialdini expert

1988 – 1994

General Arts (Humanities), Utrecht University

1982 – 1988

Atheneum A and B, Theresia Lyceum Tilburg