

# VAN VO

## ABOUT ME

Experienced UX researcher and psychologist. Passionate about people, creative solutions, and excellent products that put humans at their center.

## CONTACT

+49 151 51043485

khanhvanvo9@gmail.com

Straßmannstraße 27, 10249 Berlin

## WORK EXPERIENCE

### sofatutor GmbH - Berlin, Germany

#### User Experience Researcher I since July 2024

- Conducted quantitative and qualitative research to identify student pain points, resulting in, e.g., a 17% higher usage rate of a class test preparation feature
- Moderation of workshops, e.g., research kick-offs, ideation sessions
- Creation of a dashboard for monitoring central KPIs to support strategic product decisions
- Translating research insights into actionable recommendations to a variety of stakeholders to influence product roadmaps

### StepStone GmbH - Berlin, Germany

#### User Experience Researcher I February 2023 - June 2024

- Led end-to-end research projects using qualitative and quantitative methods to identify user pain points, resulting in 8% more traffic to the landing page and a 4% increase in conversion of the AI interviewer product
- Co-facilitated design sprints utilizing JTBD research, leading to the launch of the [AI interviewer product](#) and the [AI-powered CV-Generator 2.0](#)
- Collaborated closely with product managers, designers, market research, and developers
- Communicated research results by utilizing storytelling methods and data triangulation to influence product strategy and roadmaps

### Sharpist GmbH - Berlin, Germany

#### User Experience Researcher | April 2022 - January 2023

- First UX researcher within the product team to inform product decisions
- Established first channels to communicate user insights on a regular basis
- Building and maintenance of research repository
- Reported to and collaborated closely with CPO to establish and prioritize research initiatives

#### Instructional Designer | February 2021 - March 2022

- Increased completion rate of content by 5-10% through the creation of microlearning journeys tailored to customer's cultural principles
- KPI-driven tasks to improve content library (e.g. weekly control of downvote rates)
- Created mobile-based microlearning content on L&D topics

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## EDUCATION

**Master of Science in Psychology (Grade: 1.4)**

Otto-von-Guericke University Magdeburg | 2019 - 2022

**UX/UI Design Course (2nd best in class)**

ReDi School of Digital Integration | 2021

**Bachelor of Science in Psychology (Grade: 1.8)**

University of Hildesheim | 2016 - 2019

## SKILLS

- Qualitative research, e.g., in-depth interviews, usability testing, focus groups, etc.
- Quantitative research, e.g., analytics, surveys, A/B tests
- Statistical analysis (e.g., SPSS, R)
- Use of research tools, e.g., Hotjar, Qualtrics, amplitude
- Basic prototyping skills in Figma
- Communication skills, storytelling, and presentations
- Facilitation of workshops
- Presentations
- Empathy

## LANGUAGES

- German - Native proficiency
- English - Professional working proficiency
- Vietnamese - Bilingual proficiency