

Curriculum vitae

Nominated for
Best in Design
DIA 2018






Nominated for
Creative Talent
VIVA400 2018



Personal information

Name	Lisanne Groenendaal
Address	Helmbloemlaan 25 3452 BR Utrecht
Phone number	+31626460104
E-mail address	lisannegroenendaal@gmail.com
Date of birth	13 August 1988
Place of birth	Utrecht, the Netherlands
Nationality	Dutch
Skills & software knowlegde	Figma, Sketch, Zeplin, Overflow, Adobe XD, InVision, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, HTML, CSS, Agile/Scrum, Principle, Procreate (iPad), Prototipie
Languages	Dutch (native), English (professional)

Professional experience

2023 - now	Brand Strategist & Design Manager IG&H Consulting, Utrecht www.igh.com <i>Responsibilities: Brand Strategy, Brand Design, UX Research, UX/UI Design, Team Management & recruitment</i>
2016 - 2023	Head of Design PEAKS, Amsterdam Investment app www.peaks.nl    <i>Responsibilities: Product Strategy, Product Design, Brand Strategy & Design, Visual Design, Creative/Art Direction, User Research, Team Management & recruitment</i>
2015 - 2016	User Experience Designer Digitas, Amsterdam Full service internet & advertisement agency www.digitas.com <i>Responsibilities: User Experience Design, Visual Design & Usability Research</i> <i>Clients: Nederlandse Spoorwegen (Dutch Railways), Samsung</i>

- 2013 - 2015 User Experience Designer
Virtual Affairs, Amsterdam
Full service internet agency
www.virtual-affairs.com
Responsibilities: User Experience Design & Visual Design and Product Design
Clients: Rabobank, Knab, DELA insurances.
- 2011 - 2013 User Experience Designer,
Smidswater, The Hague (now called Think Yellow)
Communication & design
www.thinkyellow.nl
Responsibilities: Interaction Design & Visual Design
Clients: StayOkay, Centraal Boekhuis, Total Specific Solutions

Honors & Awards

- 2018 Personally nominated for VIVA400 Award 2018
VIVA400 Awards
Nominated for best creative female professional of 2018
www.viva.nl/viva400/creatieven
- 2018 Personally nominated for DIA PRO Award Best in Design 2018
Dutch Interactive Awards
Nominated for best professional in Design of 2018
www.dutchinteractiveawards.nl
- 2021 PEAKS won EU Fintech Award
Investment Tech of the Year 2021
www.fintechawardseurope.com
- 2018 PEAKS nominated for DIA Award Disrupter 2018
Dutch Interactive Awards
PEAKS product nominated for best product in the category Disruptive Products 2018
www.dutchinteractiveawards.nl

Education

- 2006 - 2010 Digital Communication
Bachelor degree (passed with distinction)
Major in Communication & Multimedia Design
Utrecht University of Applied Sciences
www.bachelors.hu.nl
Subjects: user interface design, usability testing, wireframing, design principles, project management, web programming, storytelling, marketing, concepting, strategy

2008 - 2009	Cognition (Psychology) Minor degree Utrecht University www.uu.nl <i>Subjects: cognitive neuroscience, applied cognitive psychology, perception & action</i>
2000 - 2006	VWO (pre-university education) Graduated Werkplaats Kindergemeenschap in Bilthoven www.wpkeesboeke.nl

Internships

2010	Research & graduation paper on media and museum experience Crossmedialab , Utrecht Research Group of applied research on cross-media developments and services of the Utrecht University of Applied Sciences www.crossmedialab.nl
2008 - 2009	Online marketing & communications Vrede van Utrecht Foundation in Utrecht Celebrating 300 years of the Treaty of Utrecht www.vredevanutrecht2013.nl

Extra curricular activities & hobbies

2021	Course Illustrating Childrens Books
2019	Pottery Classes
2011 - 2014	Organiser of Chi Sparks 2011 and 2014 Bi-annual conference on Human Computer Interaction Research by Chi Netherlands www.chi-sparks.nl
2010	Volunteer on The Web and Beyond 2010 Bi-annual conference about the impact of upcoming web trends organised by Chi Netherlands for Human Computer Interaction professionals