



Jess denHeyer

Product Design | Customer Experience Design | Consultancy

Berlin-based UX researcher and designer for apps, websites, software, and AI tools. I've worked with hundreds of clients across the globe create more holistic customer journeys, information architecture, and user interfaces, helping to improve user engagement, increase customer value, boost business revenue, and mitigate any potential risk.

PDF portfolio (5.1MB) showcasing a small sample of work:

<https://jessdenheyer.com/wp-content/uploads/Jess-denHeyer-Portfolio-June-2024.pdf>

EXPERIENCE

- 2021 - Now** CX Design & Consultancy, PLAN D (Contract) Berlin, Germany
- 2021 - Now** CX Design & Consultancy, MassiveMedia (Contract) Cayman Islands
- 2021 - 2023** CX Design & Consultancy, Sirelo (Contract) Utrecht, Netherlands
- 2021** UX & UI Designer, priceloop.ai Berlin, Germany
- 2017 - 2020** UX Designer, Exozet (Contract) Berlin, Germany
- 2017** Senior Art Director, NERD Berlin, Germany
- 2016** Senior Art Director, Exozet Berlin, Germany
- 2015** Senior Designer, VCCP London, UK
- 2013 - 2015** Creative Lead, Scoota London, UK
- 2010 - 2013** Designer, rockabox London, UK
- 2007 - 2009** Designer, Various clients (Contract) London, UK
- 2006 - 2007** Designer, Fifth Dimension London, UK

EDUCATION

- 2024 - 2027** BSc Psychology University of Arden
- 2020** Basic CSS Berlin, Germany
- SEO and Website Performance Training Berlin, Germany
- 2019** BTEC National Diploma, Interior Design Berlin, Germany
- 2009** NVQ & Apprenticeship in Customer Service London, UK
- 2004 - 2005** Cert HE Animation Illustration University of Westminster, London, UK
- 2002 - 2004** BTEC National Diploma in Multimedia Liverpool Community Arts College, Liverpool, UK
- 2001** ActionScript2 & ActionScript3 Cheshire, UK

SKILLS

- UX DESIGN
- UI DESIGN
- ART DIRECTION
- BRANDING
- ILLUSTRATION
- INFO ARCHITECTURE
- USER RESEARCH
- LEADING WORKSHOPS
- STAKEHOLDER MANAGEMENT
- WIREFRAMING
- BASIC CSS & HTML
- FIGMA
- SKETCH
- ADOBE CREATIVE SUITE
- MIRO
- ENGLISH (FLUENT)
- DEUTSCH (B1)

METHODS

- DIARY STUDY
- DATA ANALYTICS
- SURVEYS
- SALES INTERVIEWS
- SALES INTERVIEWS
- AUDITS
- 1:1 INTERVIEWS
- METRICS & SUCCESS CRITERIA
- CHALLENGING COGNITIVE BIAS
- OBSERVATIONAL
- FIELD STUDIES
- STAKEHOLDER MAPS
- THEMATIC ANALYSIS
- BENCHMARKING
- TASK ANALYSIS
- USER DEFINITION
- OPTIMISED TASK FLOWS
- PAIN POINTS
- PROBLEM STATEMENTS
- IMPACT MAP
- JOURNEY MAPPING
- EMPATHY MAPPING
- EXPERIENCE MAPPING
- SERVICE BLUEPRINT
- PROBLEM DEFINITION
- CARD SORTING
- RED ROUTES
- ROADMAP
- TREE TESTING
- PROTOTYPE TESTING
- ACCESSIBILITY EVAL.
- FOCUS GROUPS
- SOCIAL MEDIA MONITORING
- KPI TRACKING
- SEARCH LOG ANALYSIS
- USABILITY BUG REVIEW

Have an exciting project in mind, or want to see a wider selection of my work? Get in touch.

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