

Contact

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www.linkedin.com/in/
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www.dannyhoogendoorn.nl
(Personal)

Top Skills

User Experience
Interaction Design
User Interface Design

Languages

English (Professional Working)
Dutch (Native or Bilingual)

Honors-Awards

HOT100 2010

Danny Hoogendoorn

Manager CRO at Mediablue International
Delft, South Holland Province, Netherlands

Summary

I'm an experienced Conversion Manager and UX/CX optimization specialist. I love to optimize products by gathering customer insights and using these to leverage growth opportunities. My focus is creating an optimization approach that leads to a higher level of understanding customer needs, with a better product and faster growth as a result.

The daily CRO process typically involves quantitative and qualitative data analysis, creating business cases, setting up hypothesis, prioritising initiatives, creating 'treatment' and validating hypothesis by running A/B-testing experiments. On a higher level the insights found can be leveraged for refining product strategies and optimizing roadmaps. While building and professionalizing a growth program I love to work together with product managers, designers, developers and marketeers.

Specialties:

E-commerce, Conversion Rate Optimization, UX/CX Optimization, Data Analysis, Online Persuasion, Agile Product Development, Interaction design, Front-end Development, Usability Testing and Evaluation.

Experience

MediaBlue International
Conversion Manager
January 2014 - Present
The Hague Area, Netherlands

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- Creating conversion optimization strategies and have full ownership and accountability for successful execution of key projects.
- Defining key segments for entire customer journey.
- Creating customer journey maps, navigation flows, user stories, wireframes, concept diagrams and personas.
- Collaborating with cross functional teams (executives, product, creative, content, tech).
- Continually improve UX/CRO process in collaboration with the business.
- Leverage metrics, optimization, qualitative and quantitative research to inform and validate design decisions.
- Analyzing results and identify successes, failures and trends, and effectively communicate these findings.

DannyHoogendoorn.nl

UX / Front-end developer

April 2009 - February 2016 (6 years 11 months)

Started my own portfolio website in april 2009.. just a showcase of my work experience and skills.

<http://www.dannyhoogendoorn.nl>

Tellus BV

Front-end Developer/ Interaction Designer

March 2011 - December 2013 (2 years 10 months)

Member of the Conversion Optimization Team at TellUs BV.

Mainly engaged in:

- Conversion Optimization
- Front-end Development (XHTML/CSS/Javascript)
- HTML5/CSS3
- Responsive Design (RWD)
- AB Testing / Multivariate testing
- Usability testing & evaluation
- User Experience Design
- Persuasive Design
- Affiliate marketing & Design

- Email marketing & Design

New Media Maniacs

User Experience Designer

July 2010 - March 2011 (9 months)

Wij zijn twee guerrilla strijders op het gebied van marketing, social media, en merkbeleving.

De NewMediaManiacs zorgen voor de totale uitstraling van uw bedrijf. Samen met u zoeken we naar de perfecte afstemming tussen zowel de online als de offline marketingcommunicatie van uw bedrijf.

Het vergroten van de naamsbekendheid en het verbeteren van de communicatie richting de klant staat bij ons centraal. Met het oog op de toekomst weten de NewMediaManiacs een op maat gemaakte weg te vinden in het doolhof van alle verschillende new media.

TAG software & consultancy (now EXB software)

2 years 6 months

Interface designer & Usability expert

February 2008 - July 2010 (2 years 6 months)

At TAG software & consultancy I was responsible for the front end design of web-based GRC-software. I have conducted usability tests and created the visual User Interface of the web-based GRC software. I designed according to the methodology of User Centered Design. I also worked with agile software development with SCRUM.

What i do:Front-end Development, Visual UI design, Usability testing and evaluation

Internship

February 2008 - July 2008 (6 months)

Internship. Re-designed corporate identity, Optimized usability of the web based software and all graphic aspects within.

Education

Haagse Hogeschool/TH Rijswijk

Bachelor in Communication and Information Technology

(CMD), Communication and Media Studies · (2005 - 2009)

Stanislas College Westplantsoen

HAVO, Economie & Maatschappij · (2000 - 2005)