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Iva Randelshofer



IVA RANDELSHOFER, MA, UXC

Sr. Lead UX Supervisor & HCI Professional

ABOUT

I am a UX professional with a strong focus on user-centered design, currently working as Sr. Lead UX Supervisor for Ubisoft. I work in a transversal role for several studios and multiple project to offer UX services tailored to specific development needs and project phases. My main focus lies on DesignOps and people management.

I collaborate closely with art- and creative directors as well as producers to support their teams by creating a UX vision, setting up processes and frameworks and integrate UX, along with extended user research, prototyping and testing, during their project's life cycle. Apart from that, I'm involved in Human-Computer Interaction (HCI) research on an international level, organizing workshops and trainings, while teaching at various universities across Europe.

I'm a passionate and tireless advocate for user needs and well-designed information displays. My main fields of expertise within UX center around cognitive neuroscience (CNS) paired with neuroeconomic approaches and envisioning information of complex interfaces.

I believe in designing inclusive and accessible systems that anticipate user needs and expectations with information that is always accessible, conclusive and understandable, so the user can make fast and correct decisions.

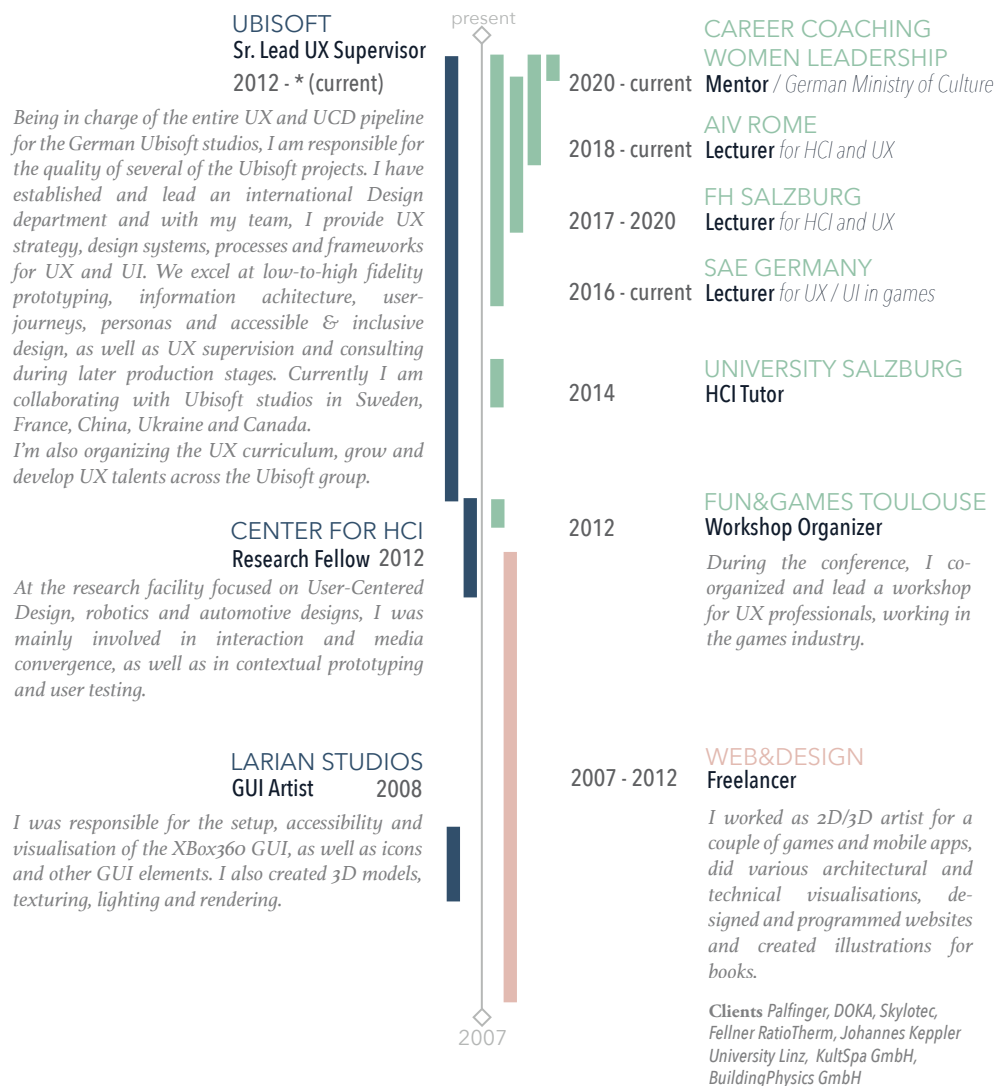


WORK EXPERIENCE

UX/HCI experience

academic experience

web & design experience



MY SPECIALIZATION IN UX



UX Management
DesignOps

Growing and leading UX teams and shaping design strategies



Envisioning
Information

Establishing context for better understanding of information



Cognitive
Ergonomics

Designing for the capacities and limitations of the human brain



Neuro-
Economics

Understanding how the human brain makes decisions



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TOOLS

Prototyping	Figma, Balsamiq, Axure, Marvel, InVision, XD
Multimedia	Photoshop, Illustrator, InDesign, AfterEffects, Prezi
3D	Maya, Max, ZBrush
Windows, Mac	MS Office

LANGUAGES

German, Slovak	Native
English	Professional Working Proficiency
Czech	Professional Working Proficiency
French, Spanish, Japanese, Latin	Elementary to Limited Proficiency

EDUCATION

2016 - current	PhD Studies (Dr. techn.) University of Salzburg, Austria Major. Human-Computer Interaction <i>"Interactive Cognitive Art - Envisioning Information of Complex Interfaces"</i>
2009 - 2011	Master of Arts (MA) with honors University of Applied Sciences, Salzburg, Austria Multimedia Art I Major. Multimedia Producing & Computeranimation
2006 - 2009	Bachelor of Arts (BA) University of Applied Sciences, Salzburg, Austria Multimedia Art I Major. Computeranimation & Game Design

HCI/UX PROFICIENCY

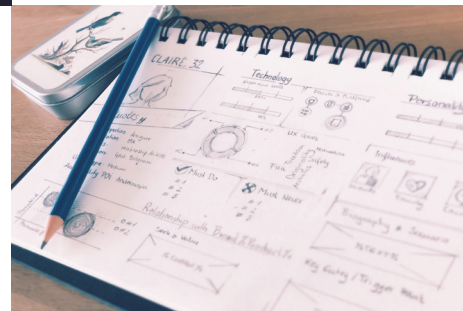
DESIGN OPS & UX MANAGEMENT

setting up UCD processes, Design Systems, UX frameworks and tools • defining data-driven/aware design strategies • creating design systems • defining UX roadmaps and deliverables external stakeholder and business collaborations
PeopleOps: hiring, growing and training UX/UI talents
proficiency in agile management (scrum, kanban)



UX DESIGN / IxD

information architecture • prototyping • wireframing
taxonomy • interaction design • interface design
color theory • typography • accessibility



HCI RESEARCH

user research • personas • mental models & user journeys
user testing • heuristic evaluation • accessibility UR/testing
collaboration with international research facilities
presentations & talks at conferences and universities



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RECOMMENDATIONS

Nils Ehlert, MA

Product Marketing Manager XOXI GmbH

I had the pleasure of working with Iva Randelshofer for years at Blue Byte. Based on her work ethics and knowledge, she is one of most qualified UX Supervisors in the business. As the video game industry is one of the most competitive fields for advancements in UX Design, that makes her one of the leading UX professionals globally. Her undeniable skillset is only matched by her forward thinking, optimization-driven, persona-orientated approach to UX Design. Especially, in her supervising role, she constantly demonstrates her commitment to pushing the quality of the user-experience in all teams.

Her communication skills match her ambitions, as she is able to effortlessly and successfully switch between communication challenges in focus groups, internal meetings, and in personal contact through her open, honest and always supportive attitude. Every team will benefit from her involvement already through her character traits in the short term and through her expertise and skillset in the long run.

Dr. Dipl.-Ing. Christiane Moser

Customer & User Experience Professional, CUX-Pro

Ivana is a passionate and very reliable UX Professional and Supervisor at UbiSoft. She is not only interested in improving users/players experiences but also in improving the UX Design Processes across departments (e.g., design, coding, producing, and art) to maximize UX outcomes.

I had the pleasure of working together with her at the Center for Human-Computer Interaction at the University of Salzburg, when she started her career and PHD in the field of HCI and UX Design. Great is that she is still dedicated to HCI research for finishing her PHD on 'Interactive Cognitive Art – Envisioning Information of Complex Interfaces'.

We were also successfully teaching together at di.tact (Women's IT Summer School) and at the Applied University of Salzburg. I am looking forward to working together with her again in the future and strongly recommend her to everyone looking for an outstanding UX Professional.

CERTIFICATIONS



UX Certification in UX Management, Nielsen Norman Group
ID: UXC - 1009005, 2020



Advanced Leadership Training, Olesen Kommunikation
Communication & Conflict Strategies - Solingen, 2020 / 2021



Design Thinking, Protostart
Intensive Workshop - Düsseldorf, 2019



Non-Verbal Communication, Olesen Kommunikation
Micro-Expressions - Solingen, 2019



Neuroeconomics, National Research University, HSE (via Coursera)
How the brain makes decisions - Moscow, 2019



Neuroscience, University of Chicago (via Coursera)
Understanding the brain - Chicago, 2017



Axure Certification, AX Stream
Axure Essentials & Axure Advanced Training - Düsseldorf, 2017



UX Certification in Interaction Design, Nielsen Norman Group
ID: UXC - 1009005 - London, 2015



HCI Training, University of California (via Coursera)
User Research, Prototyping, Evaluation Methodologies, User Testing
San Diego, 2014

PUBLICATIONS

2018

Exploring Intended and Unintended Uses of (e)Books as Design Inspiration for Ambient Displays in the Home

[Moser, Aslan, Nuereiter, Randelshofer, Sundström, Tscheligi]

IXD&A Journal '18: Special Issue on 'Future Directions of UX Studies: Learning from Best Practices'

2014

Gaming to Sit Safe: The Restricted Body as an Integral Part of Gameplay

[Sundström, Baumgartner, Beck, Döttlinger, Murer, Randelshofer, Wilfinger, Meschtscherjakov, Tscheligi]

DIS '14: Proceedings of the 2014 conference on Designing interactive systems

2012

Gaming After Dark: Visual Patterns and their Significance for Atmosphere and Emotional Experience in Video Games

[Randelshofer, Sundström, Murer, Tscheligi]

ICEC'12: Proceedings of the 11th international conference on Entertainment Computing



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CONFERENCES & WORKSHOPS

- | | |
|------|---|
| 2020 | <p>DevGAMM!, Moscow (online conference)
 <i>Interactive Cognitive Art - Envisioning Information of Complex Interfaces</i></p> |
| 2019 | <p>Deutscher Entwicklerpreis SUMMIT, Cologne
 <i>Interactive Cognitive Art - Envisioning Information of Complex Interfaces</i></p> <p>Ubisoft Massive, Malmö
 <i>Data, Design & Decisions [Workshop]</i></p> <p>Design the Next Step, Brussels
 <i>Interactive Cognitive Art - Envisioning Information of Complex Interfaces</i></p> <p>Game UX Summit, Lille
 <i>Interactive Cognitive Art - Envisioning Information of Complex Interfaces</i></p> <p>Growth Marketing Summit, Frankfurt
 <i>Marketing meets Neuroeconomics - How you Customer's Brain makes Decisions</i></p> <p>Devcom - Developer's Conference, Cologne
 <i>Interactive Cognitive Art - Envisioning Information of Complex Interfaces</i></p> <p>Game User Research Group, Waterloo
 <i>UX & Neuroeconomics - Decisionmaking in Game Design</i></p> <p>Digital Conversion Night, Cologne
 <i>Marketing meets Neuroeconomics</i></p> |
| 2017 | <p>Respawn, Cologne
 <i>UX meets Neuroscience - Perceptual Habits and Mental Models in Games</i></p> <p>SAE, Bochum
 <i>The Cake is not a Lie -Benefits of UX in Game Development [Workshop]</i></p> |
| 2015 | <p>Digital Creatives, Cologne
 <i>The Cake is not a Lie -Benefits of UX in Game Development [Workshop]</i></p> |
| 2014 | <p>Ditact - Women's IT Studies, Salzburg
 <i>Human-Computer Interaction & UX in Games [Workshop]</i></p> |
| 2012 | <p>ICEC Conference, Bremen
 <i>Gaming After Dark</i></p> <p>Fun and Games, Toulouse
 <i>UX in Game Development [Workshop]</i></p> |