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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 projects 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.

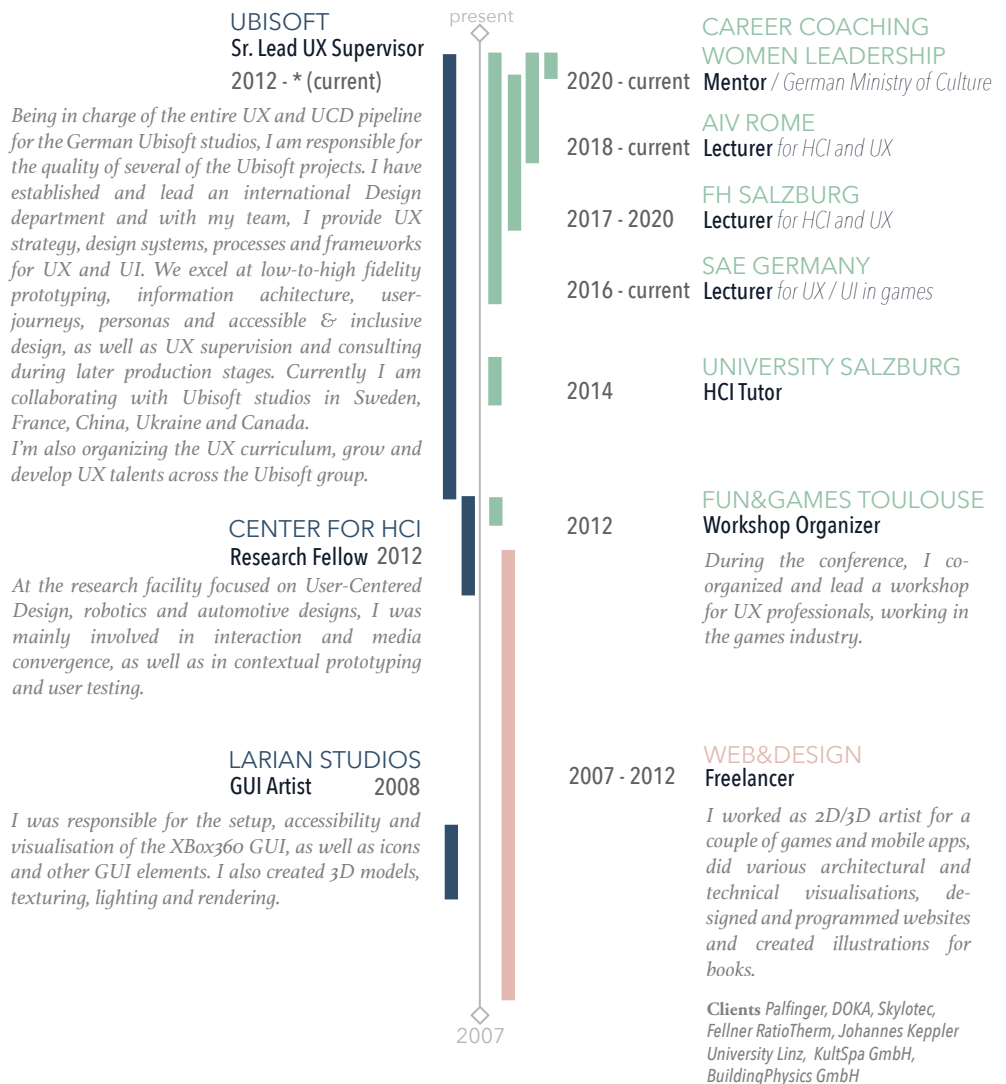


### WORK EXPERIENCE

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, Axure, XD, Marvel, InVision, Balsamiq
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 / University of Waterloo, Canada  
Supervisors: *Univ-Prof. Dr. Manfred Tscheligi, Associate Prof. Dr. Lennart E. Nacke*  
**Major. Human-Computer Interaction**  
*"Interactive Cognitive Art - Envisioning Information of Complex Interfaces"*
- 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)

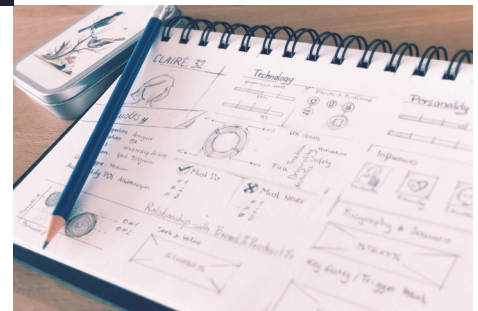


### UX DESIGN / IxD

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

### RESEARCH OPS & HCI RESEARCH

establishing UX research & testing pipelines and processes across UX teams and user researchers • driving knowledge management / research repositories user research • qualitative & quantitative testing methods, accessibility research & testing collaboration with international research facilities, presentations & talks at conferences and universities





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## CERTIFICATIONS



**Certified Professional in Accessibility Core Competencies, IAAP**

*ID: CPACC - 2IMJCIR087, 2021*



**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*

## 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 ditact (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.*



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## CONFERENCES & WORKSHOPS

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