

Ralph Hinderberger

- Rundweg 3, 53819 Neunkirchen-Seelscheid, Germany
 - Web: www.ralph-hinderberger.com
 - E-Mail: me@ralph-hinderberger.com
 - Mobile: +49 170 249 15 96
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Areas of Interest

User Experience Research & Optimization

Usability Lab Tests, Eye Tracking, Remote Web Usability Studies, Product Unboxing, Heuristic Evaluations, Cognitive Walk-Throughs...

Products

Online media (like Websites, online shops & checkouts, customer self-service sites, search sites), apps, desktop software...

Industries

Telecommunication, ecommerce, retail, software development...

Formal Education

University

Ruhr-University, Bochum, Germany

Diploma in Mineralogy

First web design projects during the university

Sept 1988 – May 1995

Mark: 2.0 (best = 1.0,

worst 6.0)

High School

Viktoriaschule Municip. Gymnasium, Essen, Germany

Abitur

Followed by military service

Sept 1977 – Jun 1986

Mark: 2.6 (best = 1.0,

worst 6.0)

Professional Career

CEO

Usability People International GmbH, Cologne, Germany

- User Testing, Team Management, Marketing, International Key Account Management

Aug 2011 - present

User Experience Management GmbH, Duesseldorf, Germany

- User Testing, Team Management, Marketing, National Key Account Management

Apr 2007 – Jul 2011

Freelance Work

Cyberworx Usability Services Ralph Hinderberger

- Web Design, Web Mastering, Usability Engineering and Consulting

Jun 1995 – Mar 2007

Work Experience

Kaspersky Labs ZAO, Moscow, Russia

Lead Senior UX Researcher and Consultant | Contractor

- Used business requirements, usability findings and market research to develop user test scenarios, use cases and high-level requirements

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- Conducted international Usability Lab Testing, Remote Web Usability Testing, Product Unboxing, Card Sorting and Diary Studies across channels, devices and cultures under tight deadlines
- Objects of optimization: 9 international company web sites and online stores, post-transactional, marketing email communication, 6 products for desktop (Mac + Win) and mobile (Android + iOS) devices
- In Germany, USA, UK, Japan, Brasil, France, Russia
- Fully responsible for international test participant profiling and recruitment
- Definition of suitable UX metrics to evaluate the objective and subjective test user experience
- Facilitated Usability Lab Tests in German and English
- Developed hands-on design and usage process flaw fixes based on UX Design best practices
- Reported back the test results to the Product Managers, Developers and the Design Team in Ingolstadt and Moscow
- Developed and provided thought leadership in the consumer retail and software user experience across channels and devices
- Actively supported Designers and Product Managers on the design improvement by planning and conducting Design Optimization Workshops in Moscow

**DasTelefonbuch
Servicegesellschaft mbH,
Frankfurt**

Lead Senior UX Researcher and Consultant | Contractor *Nov 2008 – Oct 2016*

- See “Kaspersky Labs” (except international impact), plus:
 - Added Heuristic Analysis and Cognitive Walkthroughs as means of low-resource user testing to the existing Usability Lab Test and Eye Tacking approach

1&1 Internet AG, Karlsruhe

Lead Senior UX Researcher and Consultant | Freelancer *Nov 2014 – Jun 2015*

- See “Kaspersky Labs” (except international impact), plus:
 - Developed 5 Personas for the Front End Design Team in order to drive design and test plan decisions, facilitate understanding of user needs and to reach consensus
 - Incorporate Usability Lab Testing and Eye Tracking into iterative SCRUM sprinters with 2-week-cycles
 - Planned, conducted and analyzed A/B tests in close cooperation with the Design and Web Analytics team

For the full list of projects serving clients such as SAP, Hannover Re, Vodafone, Deutsche Telekom and others since 1995 please refer to my projects portfolio document.

Skills and Abilities

Communication

- Worked as a freelancer for Vodafone and T-Mobile for 3+ years in a row, following the routines and duties of my colleagues with permanent contracts.
- Served as a “human communication interface” mediating between Designers, Developers, Product Managers, Web Analytics Professionals and End Users across borders and cultures

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Leadership

- CEO of my own company for 9 years
- Managed and co-ordinated interdisciplinary teams of up to 10 individuals
- Prepared and held presentations or workshops in front of Operative Personnel, Managers and Board Members

Passion for User Needs

- Public UX and Usability speaker on occasions like World Usability Day, Internet World trade fair and the Online Marketing Forum
- Trained colleagues and IT professionals on Usability, UX, SEO and user-centric innovation topics – in official workshops and on an individual level

Data evaluation and analysis

- 80% qualitative sample analysis to fuel ideas, identify issues and gain general insight to particular business and interface questions
- Approaches: Deductive = using research questions to group data, then look for matching and contrasting patterns or Inductive = use of an emergent framework to group the data identify relationships
- Process: Data organization, analysis framework identification and set-up, sorting sample data into this framework, use the framework for descriptive analysis, mapping + charting + interpretation, preparation of the next test iteration
- Analysis Framework: Techsmith Morae, MS Excel, MS Powerpoint

UX Optimization Skills

Analytical

- Contextual Inquiry, Focus Groups , Task Analysis, Use Cases, User Stories, generation of Conceptual Models

Evaluation Methods

- Qualitative: Test Scenario Development, Usability Lab Testing incl. Thinking Aloud Protocols, Eye Tracking, Diary Studies, Cognitive Walkthroughs, Heuristic Analysis
- Quantitative: Remote Web UX Testing, AB Testing, Clickstream Analysis, Surveys

Design

- Design Thinking, Material Design, Design Patterns, Participatory Design, Prototyping, Sketching, Task Flow Development, Story Boarding

Software and Tools

- User Testing: Techsmith Morae, Tobii Studio, Silverback App for Mac, SPSS, UserZoom, M-Pathy
- Design: Adobe Photoshop/Fireworks/Illustrator, Gimp
- Prototyping: Axure, Balsamiq, Sketch
- HTML/CSS/Javascript: Dreamweaver, Phase 5, Stylizer

IT Skills

Operating Systems

- Windows, Mac, iOS, Android

Office

- MS Word/Powerpoint/Excel/Visio

Languages

- HTML, CSS, Java Script, PHP