

Mara Lehmann

I'm a hybrid of psychology & design

I have 5+ years experience from client facing roles as a consultant and researcher, a broad international background and a track record of self-driven learning. I am skilled in gaining trust and creating effective communication between all stakeholders in projects. Data-informed decisions and actionable insights have always been at the core of my work. My passion lies in human-centered design and I was able to deepen my skills in this area while studying product design in San Francisco as well as through various courses in design thinking and service design.

Combined with my background as a psychologist, this gives me a unique foundation to help create great products and services.

EXPERIENCE

Oct 2018 - present: **Freelance user researcher and design researcher**, Oslo/Zürich/remote and **studying UX design part-time** online

- Analyzing screen recordings and think-aloud sessions, creating reports
- Volunteer researcher for The Ocean Cleanup's global research initiative, where I interview fishermen in Norwegian seaports about abandoned, lost and discarded fishing gear
- Enrolled in part-time, online UX / UI design course on Coursera by CALARTS as well as UX design and user research classes by Interaction Design Foundation

Aug 2017 - Sept 2018: **MA student industrial/product design**, Academy of Art University, San Francisco

- Rigorous training in user research, personas, journey mapping, design concept development, physical prototyping and testing, sketching by hand, materials science, 3D modeling with Rhino, rendering in Keyshot

Jan 2016 - Aug 2017: **Sabbatical to study and teach yoga, study creative leadership and to travel/surf**

- Yoga teacher at Google Norway
- Yoga teacher at The Lunar Surf House, Morocco
- Travelled to Morocco, Sri Lanka, Costa Rica, Iceland, Portugal, Hawai'i, California
- Finished several yoga teacher trainings in California and Hawai'i
- Finished several human-centered design / design thinking courses in Silicon Valley, Europe and online

April 2014 - Dec 2015: **Consultant, organizational development**— Right Management, Oslo

- Led highly sensitive user research involving conflict after a merger (incl. creating interview guidelines, conducting the interviews, writing final report with recommendations, moderating group sessions)
- Designed the company's first e-learning & social learning program which was successfully rolled-out in 6 countries.
- Introduced design thinking to the company internally as well as to several clients
- Designed and led a variety of workshops—for 4 to 80+ people, across Europe
- Led 1:1 coachings for employees and managers, across Europe
- Took the initiative to do user research internally on use of office space, which led to a redesign of the biggest conference room. This resulted in several new projects and more collaboration between consultants.

March 2013 - March 2014: **Freelance career and life coach**, Oslo and San Francisco

- Led private 1:1 coachings on stress management and career change
- Finished various trainings in human-centered design, visual storytelling, yoga, mindfulness meditation

Jan 2013 - Feb 2013: Moving from Switzerland to Norway and in March 2013 to San Francisco

Nov 2010 - Dec 2012: **Consultant and researcher**—Institute for HR Management, University of Applied Sciences Northwestern Switzerland

Projects with clients in manufacturing, transportation, insurance and food industry:

- I was responsible for research design, survey development and administration, designing and conducting interviews, field observations, qualitative and quantitative data analysis, report writing, leading insights and ideation workshops, presenting the findings to various stakeholder groups incl. recommendations
- Led kickoff activities to understand client assumptions about the problem space

In collaboration with the Swiss State Secretariat for Economic Affairs:

- Research on working conditions in Europe. Worked in an interdisciplinary research team of 5
- Responsible for statistical analysis of Europe-wide, longitudinal data and writing reports
- Data analysis done with SPSS (primary tool) and Excel
- Our insight reports were used as a foundation for changes in the legislation of working time regulations
- Co-authored 4 publications

Feb 2010 - Dec 2010: **Executive search consultant**—The RSA Group, Switzerland

- Interviewed candidates for senior-level positions in pharma and biotech
- Developed a semi-structured interview guide and improved the report template, which was adopted by several consultants internally

EDUCATION

1st year of MA industrial design—Academy of Art University, San Francisco, USA
Aug 2017 - Sept 2018

MSc industrial/organizational psychology and social psychology—University of Bern, Switzerland
Oct 2007 - Nov 2009
Industrial/organizational psychology, social psychology, advanced statistics

Exchange student—Tischner European University, Cracow, Poland
Sept 2006 - Feb 2007

BSc general psychology—University of Fribourg, Switzerland
Oct 2003 - June 2007
Cognitive psychology, experimental psychology, HCI, clinical psychology & counseling, statistics

LANGUAGES

Native: Swiss German, German

Near-native: English, Norwegian

Fluent: French, Spanish

COURSES AND CERTIFICATES

Currently enrolled in **UX /UI design specialization** by CALARTS on Coursera and online **UX classes** by Interaction Design Foundation

Design Thinking (DesignThinkers Academy, 2015)

Facilitating Service Design (DesignThinkers Academy, 2015)

Leading for Creativity (online course through IDEO-U)

Yoga & Mindfulness: Over 500 hrs of various teacher trainings

Certified coach (Right Management, 2014)

Assessments: **Hogan Personality Inventory** Hogan Assessment Systems (2014); **Team Management Profile** TMSDI (2014)