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.

Data-informed decisions and actionable insights have always been at the core of my work and I have been responsible for research and consulting projects from start to finish—from creating projects based on a client's strategic goals or pain points, to executing them. I am skilled at gaining trust and creating effective communication between all stakeholders in projects.

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. My background in psychology and consulting combined with studies in product design and UX design, give me a unique foundation as a UX researcher.

EXPERIENCE

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

- Analyzing remote usability studies, creating reports
- Personal project for well-being app development. Current phase is research and concept development.
- Volunteer researcher for The Ocean Cleanup's global research initiative, where I identify experts and stakeholders within Norway (fishermen, NGOs and activists) and conduct interviews
- Enrolled in part-time, online UX nanodegree by Udacity and Data Visualization + D3 course by Superhi

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

- Rigorous training in human-centered design, qualitative research, personas, journey mapping, design concept development and testing, physical prototyping and testing, sketching, 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**

- Completed several human-centered design / design thinking courses in Silicon Valley, Europe & online
- Completed several yoga teacher trainings in California and Hawai'i
- 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, Ireland, Thailand

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

- Introduced human-centered design methods to the company internally as well as designed and led brand new creative leadership development programs for clients
- Became the subject matter expert in innovation & creative leadership
- Led highly sensitive user research involving conflict after a merger (incl. creating interview guidelines, conducting the interviews, moderating group sessions, writing insights report with recommendations)
- Launched the company's first e-learning & social learning program which was successfully rolled-out in 6 countries. Responsible for the project from start to finish.
- Designed and led a variety of workshops—for 4 to 80+ people, across Europe
- Led 1:1 coachings for employees and managers, across Europe
- Initiated 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 - Feb 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, administration and analysis, designing and conducting interviews, field observations,, report writing, leading insights and ideation workshops, presenting the findings to various stakeholder groups incl. making short- and long-term recommendations
- Responsible for analysis of all qualitative and quantitative data

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
Social psychology, industrial/organizational 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 nanodegree** by Udacity, **Data visualization + D3** by Superhi
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)

RESEARCH AND DESIGN METHODS

Experimental design, surveys (design + analysis), field observations, interviews (conducting + analysis), statistical analysis (from descriptive statistics to factor and cluster analysis, hierarchical regressions, etc.), contextual inquiry, eye tracking (at University), usability testing, testing + refining prototypes, participatory design. Working with mood boards, personas, journey maps, card sorting, creating storyboards, sketching by hand, physical prototyping (any material), creating digital 3D prototypes. Basic HTML, CSS and Javascript.