# MARIANNE VAN OOIJ

Brooklyn, NY 11215 | +1.347.200.4767 | design@mariannevanooij.com
linkedin.com/in/mariannevanooij
portfolio: mariannevanooij.com

## PROFESSIONAL PROFILE

Strategic UX & transformation leader with 14+ years of experience driving user-centric innovation, organizational design, and large-scale business transformations. Proven success in building and scaling UX teams, embedding research into decision-making, and leading cross-functional initiatives. Expert in aligning design, research, AI, and emerging technologies to business objectives, enhancing customer experience, operational efficiency, and revenue growth. Skilled in design thinking, data analytics, change management, and stakeholder influence to deliver scalable, impactful solutions.

## CORE COMPETENCIES

- UX Strategy & Experience Transformation
- Design Thinking & Human-Centered Innovation
- Organizational & Workforce Design
- Change Management & Cultural Transformation
- Research, Data Analytics & Insight-Driven Decision-Making
- Leadership Development & Cross-Functional Team Building
- Agile, DesignOps & Continuous Improvement
- Human-Centered AI & Ethical AI Strategy

## PROFESSIONAL EXPERIENCE

**citizenM hotels**, New York, NY / Amsterdam, NL                              **Sept 2023**
**Head of UX and Design Operations**
As the first Head of UX, established and executed a UX strategy that aligns design and research with citizenM's growth goals, driving business impact and guest experience transformation.
- Built UX as a strategic function, directly contributing to a 10% increase in customer satisfaction (CPS, CLV, NPS).
- Developed a scalable UX research function, incl. a VOC program, embedding attitudinal UX metrics (satisfaction, effort, emotional affinity, trust, SUS scores) into product strategy, creating seamless, intuitive guest experiences.
- Launched DesignOps, implementing a centralized repository and scalable design system, improving design quality, accessibility, and reducing product development timelines by 15%.
- Led the strategic expansion of the UX team, doubling team size in nine months, fostering a high-performance, growth-oriented culture, and mentoring team members into leadership roles.
- Co-led the Customer Strategy initiative with the CPO, shaping a company-wide shift toward a guest-first mindset, ensuring business decisions align with customer needs.

**McKinsey & Company**, New York, NY                              **Aug 2019 – Mar 2023**
**Senior Manager, UX Research and transformation| Head of PMO**
Led UX-driven transformation initiatives across Procurement and Data & Analytics, embedding UX into executive decision-making and driving enterprise-wide digital transformation.
- Redesigned the end-to-end user experience across five advanced analytics functions, collaborating with senior leadership to ensure alignment and execution.
- Used journey mapping, stakeholder interviews, and usability testing to optimize workflows, enhance usability, and increase tool adoption, resulting in a 20% reduction in FTE costs.
- Advocated for UX at the executive level, embedding experience design into business strategy—driving $150M in annual savings.
- Championed design thinking and a data-driven culture, embedding mixed-methods research into strategic decision-making.
- Led UX workshops, lectures, and advocacy initiatives, fostering a user-centric, innovation-driven culture across the organization.
- Integrated UX into Agile ways of working (WoW), embedding design sprints and continuous discovery practices to drive research-backed decision-making and product development.

**Manager, UX Research**                              **Aug 2017 – May 2019**
- Led UX research for the Data & Analytics team, conducting user research with analytics experts to evaluate data visualization tools and adoption barriers.
- Performed competitive research across vendor tools, shaping tool selection strategy, training initiatives, and positioning, increasing adoption and user satisfaction.
- This foundational research informed a larger transformation initiative, driving strategic decisions that optimized workflows, enhanced data-driven decision-making, and increased cross-functional alignment.
- Developed a digital content re-design strategy for a change management program, leveraging UX insights to optimize engagement—increasing digital engagement by 500% within six weeks.

**Moody's Analytics**, New York, NY                                                    **Aug 2016 – Jun 2017**
**Associate Director, User Researcher**
- Played a pivotal role in redesigned Moody's flagship B2B platform (CreditView, 5,000+ pages) through iterative design sprints with design & engineering, contributing to a $601M revenue increase (2021) and sustained growth ($2.8B in 2022).
- Conducted technical in-depth UX research with financial experts, leveraging qualitative and quantitative insights to uncover user needs and workflow complexities.
- Research insights directly shaped design sprints, driving data-driven product decisions and seamless user adoption.

**Usablenet**, New York, NY                                                            **May 2015 – Jul 2016**
**Senior User Researcher**
- Led omni-channel UX research & strategy for B2C and B2B clients across retail, travel, and hospitality, optimizing mobile e-commerce experiences and increasing conversions.
- Collaborated with sales, design, and technology teams, translating UX insights into actionable strategies, driving client revenue growth.

**Design Creatives**, New York, NY                                                     **Sep 2008 – May 2015**
**Design & Strategy Consultant**. **Founder**
- Founded a design research consultancy, serving retail and design clients, focusing on UX innovation, customer insights, and research-driven product development.
- Led research-driven product innovation, translating market trends into actionable product designs to foster growth and competitive differentiation.

---

**EDUCATION**

**Master's Degree, Social and Organizational Psychology**
Utrecht University, The Netherlands

**Master's Degree, Industrial Design**
Pratt Institute, Brooklyn, NY

---

**CERTIFICATIONS**

- **Performance Management and Tracking (Metrics, KPIs)** – McKinsey Academy, 2023
- **Leading Transformations: Manage Change** – Macquarie University via Coursera, 2023
- **McKinsey Transformation L1 Program** – McKinsey (internal expert training), 2022
- **Artificial Intelligence: Implications for Business Strategy** – MIT Sloan School of Management, 2020
- **Certified Agile Leadership** – Scrum Alliance, 2019

---

**SOFTWARE & ANALYTICAL TOOLS**

- Adobe Creative Suite, Figma, Miro, Jira, Qualtrics, UserTesting, Google Analytics, AI tooling