

Jon Buch-Lorentsen

UX Designer



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Profile

I am a UX designer with passion for novel interactions and experience designing for complicated technologies. I enjoy finding meaningful ways to convey complex functionalities to users.

In the last 5 years I have worked with human-computer interaction on a daily basis. I have specialized in how users engage with technology where I have worked with numerous qualitative and quantitative methods to gain user insight. Product development has also played a crucial role throughout my studies where I have worked with the process from ideation to prototyping and validating MVPs. This has given me experience with applying design methods and design thinking for coming up with innovative solutions.

I am a strong collaborator. My educations have been international with focus on group work. During my master we often collaborated across different fields of study. I have hereby learned to cooperate with people of different professionalisms and cultures.

Education

2016-2019: *Digital Media Engineering MSc, Technical University of Denmark*

Specialized in UX

Focus areas: user studies, prototyping, lean UX

metods, designing and validating MVPs, biometry

2013-2016: *Medialogy BSc, Aalborgs University Copenhagen*

Focus areas: Interaction design, product development, iterativ

user testing, rapid prototyping, experimental design

2013: *Graphic Technician (basic course), Copenhagen Technical School*

2012: *Do-It-Yourself Design og Event, Vallekilde Folk Highschool*

Work Experience

- 2018-2019:** : *Master Thesis Student, Exformatics*
I investigated a novel process modelling tool regarding how users interact and engage with the tool
Focus areas: design and facilitate user tests, eye tracking, interviews, qualitative coding, process mining
- 2012-2018:** : *Various employments in various companies*
Jobs: phone interviewer, carpenter assistant, carework assistant, service assistant etc.

Research & Design Experience

Research methods:

Psychophysiological research (eyetracking, GSR), questionnaires (SUS, KDA, NPA, SAM etc.), interviews, usability testing, ethnographic studies, A/B testing, cardsorting

Design methods:

Wireframing, user story mapping, user storyboards, user journeys, double diamond process model, landing pages, lean business model canvas

Technical Skills

Visual tools:

Sketch, Photoshop, Illustrator, Axure RP, InDesign, InVision, After Effects, Premiere Pro

Data Analysis:

Python (Scikit-learn, Matplotlib, Pandas etc.), Excel, Matlab, Atlas.ti

Programming & andet:

Processing (Java), JavaScript, C#, Unity (game engine), Arduino

Languages

-  : Danish
 : English
 : German

Hobbies and Interests

I love a mental challenge. I enjoy climbing (bouldering) as it is both physically and mentally demanding. To overcome a route it is crucial to find the most efficient way up, or you will end flat on the mattress. I also like to express myself visually through video and drawing.