

Lisanne Simons

User Experience Researcher

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Experience

User Experience Researcher

Meta (full-time employee)

June 2024 – Present

Menlo Park, CA

User Experience Researcher

Meta (contingent worker through Iconma)

May 2022 – May 2024

Menlo Park, CA

- Conducted qualitative and quantitative end-to-end studies to understand user behavior and attitudes, as well as research syntheses to address knowledge gaps based on previous studies;
- Collaborated with cross functional partners from multiple product teams across Facebook app and Messenger on the ideation and improvement of Community Chat management features for Facebook group admins;
- Played a pivotal role in the successful 0-to-1 launch of a new role for Community Chats by proactively providing research-backed feedback and insights on designs, content, and strategy;
- Initiated and facilitated a series of empathy-building sessions enabling product teams to directly engage in meaningful discussions with Facebook group admins.

User-Centered Research Associate

RWTH Aachen University

September 2020 – August 2021

Aachen, Germany

- Conducted 2 end-to-end mixed-methods international studies to understand laypeople's perception and acceptance of Carbon Capture and Utilization;
- Presented research findings to 2 consortia of academic and industry stakeholders as part of the European Union's Horizon 2020 research and innovation programme;
- Published 2 peer-reviewed papers in the journal *Frontiers in Energy Research*;
- Designed and created educational videos, effectively explaining acceptance research to industry stakeholders.

Student Research Assistant

RWTH Aachen University

May 2017 – August 2020

Aachen, Germany

- Conducted and analyzed interviews & focus groups;
- Designed, implemented and analyzed surveys;
- Visualized data and concepts.

Education

RWTH Aachen University

Master of Science in Technical Communication Fundamentals of Computer Science

October 2018 – June 2020

RWTH Aachen University

October 2015 – August 2018

Publications

Springer Nature

September 2023

[How to shape communication for CO2-derived insulation boards considering different acceptance profiles](#)

Frontiers in Energy Research

September 2021

[Two Sides of the Same Coin—Explaining the Acceptance of CO2-Based Fuels for Aviation Using PLS-SEM by Considering the Production and Product Evaluation](#)

Frontiers in Energy Research

August 2021

[The Social Acceptance Factors for Insulation Boards Produced With CO2-Derived Foam](#)

Skills

Qualitative research

Interviews, Focus groups, Usability testing, Concept testing, Diary studies, Unmoderated studies, Thematic analysis, Figma, Protopie

Quantitative research

R (advanced), Python (intermediate), SQL (intermediate), SPSS (expert), Qualtrics

Languages

English (fluent), Dutch (native), German (proficient)

Soft skills

Cross-functional collaboration, Storytelling, Project management, Planning