# Golina Hulstein

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I'm a Product Designer and UX Researcher. I have experience throughout the design process — from user research to high-fidelity prototypes — but I especially like testing and iterating on designs with users. My background in business and computer science helps me mediate between stakeholders and taught me how to pitch my designs clearly.

## Tools

## Languages

🇳🇱 🇫🇷 🇬🇧 fluent 🇩🇪 A2

## Interests

**Behavioral design, data viz, and emerging technologies**

Certified Scrum
Product Owner

## Activities

**ADPList Mentee** Sept '22 - Now
Mentorship calls with senior designers

**Metaverse Talent** Sept '22
Participated in CapGemini's virtual talent event

**UltraHack** Nov '21
Won second place with Auggie, an AR audioguide for groups

## Other

**Gap year** Oct '21 - Nov '22
German course, Water coloring, Surfing, Affinity Designer, Adobe CC, Scrum, etc. • Time to consider my future career, learn new skills and travel

## Work

**Freelance designer** Dec '22 - Now
• Designing a tool to manage booking river pilots on cargo ships
• Building a Wordpress website with a learning management system

**UX & Product Designer** Feb '16 - Feb '18
NEXT (formerly Collaborne)
• Redesigned the SaaS platform for a start-up guiding corporate innovation teams in Design Thinking
• Based on insights from field observations and interviews, my redesigns helped users understand their progess along the Design Thinking process and increased adoption of the platform.

**Research Intern (Master thesis)** Mar '21 - Sep '21
ILDA - INRIA
• Based on research and design workshops I created a new type of data visualization for journalists
• The visualization allows them to find patterns in how people are connected to each other and to locations, which can for example be relevant in analyzing elections

**Research Assistant** Apr '20 - Jul '20
User Interface Group - Aalto
• My contributions enabled tracking the Artificial User AI to understand its behavior, and gave the AI the ability to recognizing shapes (e.g. buttons in interfaces)

## Education

**MSc in ICT Innovation - HCI** Sep '19 - Sep '21
Aalto University & Université Paris-Saclay
Minor in Entrepreneurship • Specialization in Situated Interaction
• Graduated with 4,8/5 (ca 3.85 GPA)

**MSc in Digital Marketing** Sep '18 - Sep '19
King's College London
Full Scholarship • Graduated with Distinction

**BSc in Liberal Arts & Sciences** Sep '13 - Jun '16
Amsterdam University College
Major in Information and Mathematics • Semester abroad at NUS
• Graduated Cum Laude • 3.69 GPA