

Rosa de Freitas

INTRODUCTION

I graduated in November with a Master's degree in **Human-Computer Interaction**. Combined with nearly four years of experience as a **data analyst** at a credit management company, I have developed a strong foundation in both academic **user research** and professional data analysis. I have experience working with complex user needs, including those of vulnerable populations, and translating research findings into concrete solutions. I am seeking a role where I can apply these skills to develop **meaningful, human-centered** solutions that make a **real impact** on individuals and society.

REFERENCES

Available on request.

PHONE

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EMAIL

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WEBSITE

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WORK EXPERIENCE

DATA ANALYST

[BVCM | Projects & IT | 2022 - now](#)

Responsible for analysing data and developing dashboards and reports, gathering user needs and translating them into actionable insights. Also responsible for improving data quality and aligning with stakeholders.

Data Analysis | Power BI | Data Visualisation | Data Quality | Data Governance

BRAIN-COMPUTER INTERFACE RESEARCH INTERN

[Utrecht BCI-lab | UMCU | 2024 - 2025](#)

Conducted research on improving communication for people with severe paralysis using Brain-Computer Interfaces, ranging from interview analysis to translating user insights into concrete software feature prototypes, which were subsequently evaluated by end users.

User-Centered Design | UX Research | Interviews | Co-design | Software Features | Prototyping | Usability Testing | Qualitative & Quantitative Research

BPO (BUSINESS PROCESS OUTSOURCING) ASSOCIATE

[BVCM | Debiteurenbeheer | 2020 - 2022](#)

Responsible for customer contact via phone and email, arranging payment plans, and registering disputes. Also maintained contact with partners and contributed to the assessment and implementation of new debt collection software.

Customer Contact | Process Insight | System Implementation | Communication | Accuracy

RESERVATIONS ASSOCIATE

[Axivate horecagroep | 2020 - 2022](#)

Handled reservations and customer communication via phone and email, including preparing quotes for various restaurant locations.

Customer Focus | Communication | Planning | Accuracy

CUSTOMER SERVICE REPRESENTATIVE (ENECO)

[Uitblinqers | 2019 - 2019](#)

Handled customer inquiries, resolved issues, and closed energy contract via phone and email.

Customer Service | Problem Solving | Communication

EDUCATION

MSC - HUMAN-COMPUTER INTERACTION

Universiteit Utrecht | 2023 - 2025

BSC - INFORMATIEKUNDE

Track: Human-Computer Interaction | Universiteit Utrecht | 2020 - 2023

BSC - LIBERAL ARTS AND SCIENCES

Universiteit Utrecht | 2019 - 2020

TRAININGS

DISK TRAINING

Schorpioen trainingen | Training in personal behaviour and communication style | 2022

PYTHON BASIC

X-Cel | 2023

SQL BASIC, ADVANCED & EXPERT

X-Cel | 2023

SKILLS

UX & RESEARCH SKILLS

- Qualitative and quantitative research methods
- Usability testing and concept validation
- Co-design workshop facilitation
- Prototyping (Figma)
- Survey tools: Qualtrics, Google Forms, Microsoft Forms
- Experience with vulnerable user groups (severe/progressive paralysis)
- Knowledge of human-centered design and UX principles

DATA & ANALYTICAL SKILLS

- Data analysis (qualitative and quantitative)
- Statistical analysis (SPSS)
- Basic knowledge of Python
- Data visualisation

COMMUNICATION & COLLABORATION SKILLS

- Fluent in Dutch and English
- Strong communication skills
- Experience working in multidisciplinary teams
- Presenting research findings and insights

TOOLS

- Microsoft Office (Excel, Word, Powerpoint, etc.)
- Microsoft Azure (Logic Apps, Synapse Analytics, etc.)
- Microsoft Power BI en Power BI Report Builder.
- Credit management systems
- Overleaf (LaTeX for academic writing)