



Jacob Heim

UX Researcher

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🔄 gertminov

Dedicated User Experience Researcher with a passion for building innovative solutions. Adept at applying Human-Centered Design principles to create intuitive products, and leveraging statistical expertise to derive actionable insights. Self-motivated and enthusiastic about continuously seeking opportunities to expand knowledge and stay abreast of industry trends.

WORK EXPERIENCE

Julius-Maximilians-Universität Würzburg, PsyErgo Student assistant (04.2023 - 09.2023)

Worked as a student assistant implementing functional prototypes and conducting user research and data analysis

- Designed, implemented and evaluated an interactive companion as android e-paper tablet, that leads teachers through an interactive exhibition
- Conducted contextual inquiry on school classes visiting an exhibition and evaluated the gathered data for key insights
- Implemented a tool to create and display AI generated images for an interactive exhibition about blessing

Julius-Maximilians-Universität Würzburg, Informatik Tutor (09.2022 - 10.2022)

Worked as a programming tutor, teaching basics of programming in java to university entrants

EDUCATION

Julius-Maximilians-Universität Würzburg (2020 - 2024) **University of applied Sciences Fulda** (2019 - 2020)

B.Sc, Human-Computer-Interaction

B.Sc, Applied Computer Science

Rudolf-Steiner-Schule Loheland (2006 - 2019)

Abitur

SKILLS

Qualitative Research

Heuristic Evaluation, Cognitive Walkthrough, Thinkaloud, Focus Groups, Contextual Inquiry

Prototyping

Contextual Design, Figma, Adobe CC, Notion

Quantitative Research

Usability Benchmarking, A/B testing, SSPS, JASP, Pandas, Excel

Programming

HTML, CSS, Javascript, Typescript, React, Svelte, TailwindCSS, Kotlin (android), Java, GoLang, SQL, Python, rust

LANGUAGES

German Native speaker English C1

INTERESTS

Music production Photography Programming

PROJECTS

ExpoCompanion ↻

Tablet app to support teachers in thinking about digitisation of their teaching in an interactive exhibition.

- Developed based on user needs, Competence, Stimulation and Autonomy
- Teachers preferred the ExpoCompanion to the previous paper based approach

Event Explorer ↻

An interactive Poster that helps elderly citizens to find relevant events in their city

- Used Contextual Inquiry to find user needs, and Build Prototype based on gathered insights
- Worked in a self organizing team