

Marc Smeehuijzen
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Nationality: Dutch

Objective

My specialty is creating user-friendly digital technology. I make interaction designs for all kinds of devices, do user research and develop a comprehensive experience strategy. Besides design, I focus on the business goals and technical feasibility of a project, because all these factors have to be balanced for success.

Experience

- Nov. 2020 – Present **LeasePlan, Amsterdam**
UX Designer (*freelance via Jungle Minds*)
- Interaction design and user research for apps on vehicle maintenance and repair
- Jun. 2019 – Mar. 2020 **Royal Schiphol Group, Amsterdam**
UX Consultant (*freelance via Jungle Minds*)
- UX strategy, UI design and research for Smart Assets & Buildings at Schiphol Digital
- Jul. 2018 – Dec. 2018 **KPMG, Amstelveen**
UX Consultant (*freelance*)
- User experience analysis and redesign KPMG Innovation Factory
- Jun. 2017 – Dec. 2017 **KLM, Amsterdam**
Interaction Design Lead (*freelance*)
- UX strategy and service design Passenger Operations
 - Coaching interaction and visual designers
- Apr. 2017 – May 2017 **ABN AMRO, Amsterdam**
UX Designer (*freelance via Fabrique*)
- Interaction design Prosperity wealth management web app
- Oct. 2016 – Nov. 2016 **Philips, Amsterdam**
UX Designer (*freelance via User Intelligence*)
- Interaction design Philips annual report website
- Jun. 2016 – Sep. 2016 **RTL Nederland, Hilversum**
UX Strategist (*freelance*)
- Interaction design, information architecture and usability test RTL corporate website

- May 2016 – Jun. 2016 **Philips, Amsterdam**
UX Designer (freelance via User Intelligence)
- Redesign Philips homepage navigation and design Philips support journey
- Feb. 2015 – Oct. 2015 **ING, Amsterdam**
UX Designer (freelance)
- Interaction design business financing tool and payment services portal for webshops
 - Customer journey analysis new business clients
- Oct. 2012 – Jun. 2014 **ING, Amsterdam**
UX Designer (freelance via Informat
- Interaction design SEPA payments, Mijn ING homepage, Mobile commerce, Savings accounts, Credit applications and iDEAL
 - Usability test Mijn ING homepage and Investments
- Dec. 2011 – Oct. 2012 **United Academics, Amsterdam**
Content Writer (freelance)
- Writing popular science features for United Academic's online magazine
- Nov. 2010 – Jun. 2011 **Knab, Amsterdam**
Interaction Designer (freelance via Virtual Affairs)
- Interaction design Payment and Savings
 - Usability test Payment
- Feb. 2010 – Apr. 2010 **ZyLAB, Amsterdam**
User Researcher (freelance via Okapion)
- Usability consultancy for ZyLAB's Legal Review web application
- Sep. 2009 – Nov. 2009 **Van Lanschot Chabot, Den Bosch**
Interaction Designer (freelance via Backbase)
- Interaction design web application insurance intermediary
- Jan. 2009 – May 2009 **Innovam, Nieuwegein**
Usability Specialist (freelance via Nubiko)
- Profiling end-users, expert review and usability test iBKI's web application for exam registration
- Feb. 2006 – Dec. 2008 **Logica, Rotterdam**
Lead User Experience
- Interaction design for DJI (Dutch National Agency of Correctional Institutions), Logica Telecom and ICTU (Dutch Electronic Government Institution)
 - User research for ING, Shell and Dutch Tax Office

- Advising and mentoring 10 junior interaction designers and user researchers

Mar. 2003 – Nov. 2004 **Erasmus Medical Center, Rotterdam**

Information Analyst

- Requirements analysis for LiverDoc, an online consultation system for liver diseases (internet start-up in Erasmus MC business incubator)
- Creation of data privacy and security policy
- Usability test LiverDoc with medical doctors

Aug. 2000 - Feb. 2001 **TNO – Human Factors, Soesterberg**

Human Factors Engineer

- Creating usability guidelines for UWISH, a TNO web navigation assistant
- Researching online shopping behavior for Albert Heijn (Dutch supermarket chain)

Education

1995 – 2000

University of Amsterdam

M.A. Cognitive Psychology

- Thesis - "Computer Animation and Learning"
- Internship: University of Oregon, USA (3 months): usability study genetics web application
- Internship: Microsoft in Redmond, USA (3 months): usability study MS Office help system

1991 – 1996

University of Amsterdam

M.S. Medical Information Science

- Thesis - "Use of Relational Databases for Tracking Educational Experiences and Objectives"
- Internship: Medical College of Georgia, USA (5 months): development of two relational database systems for physicians in training and diabetes patients

Skills

- Strategy consultancy (incl. service design, customer journeys, concepting, coaching junior designers)
- Interaction design (incl. wireframing, prototyping, UI design, responsive design, information architecture)
- User research (incl. usability testing, expert reviews, paper prototyping, fieldstudies, personas, accessibility testing, A/B testing, analytics)

- Figma, Sketch, Axure, InVision, Zeplin, Illustrator, Photoshop, Visio, Invision, WordPress, HTML, CSS, Morae, Lookback, Loop11
- Dutch (native) and Engels (fluent)

References upon request