

Marc Smeehuijzen
Maasstraat 190-3
1079 BL Amsterdam
The Netherlands

Mobile: +31 6 – 24 525 136
marc.smeehuijzen@easytech.nl
www.easytech.nl

Birth date: 27 nov. 1972
Nationality: Dutch

Objective

My specialty is creating user-friendly digital technology. I help with strategy and project management, and I design and test applications and websites. I like user-centered design and focus on the business goals and technical feasibility of a system, because all these factors have to be in balance for success.

Experience

- Jul. 2018 – Present **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 Informaat)
- 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, responsive design, information architecture)
- User research (incl. usability testing, expert reviews, paper prototyping, fieldstudies, personas, accessibility testing, A/B testing, analytics)
- Sketch, Axure, InVision, Zeplin, Illustrator, Photoshop, Visio, Invision, WordPress, HTML, CSS, Morae, Lookback, Loop11
- Dutch (native) and Engels (fluent)

References upon request