

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

- Feb. 2022 – Present **Levin Lab at Tufts University, Medford (MA) USA**
UX Designer (*part-time*)
Web design and development for the Levin Lab which does research on bioelectricity and regenerative medicine
- Mar. 2021 – Present **Longevity Wiki**
UX Designer (*part-time*)
UX strategy and design of Longevity Wiki: an open science platform on healthy longevity
- 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 Informaat*)
Interaction design and usability testing SEPA payments, Mijn ING homepage, Mobile commerce, Savings accounts, Credit applications, iDEAL, 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 and usability testing Payment and Savings
- 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 **CGI, Rotterdam**
Lead User Experience
Interaction design and user research for DJI (Dutch National Agency of Correctional Institutions), Logica Telecom, ICTU (Dutch Electronic Government Institution), 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)
- 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 biology department
 - 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 (concepting, service design, customer journeys, coaching junior designers)
- Interaction design (wireframing, prototyping, UI design, responsive design, information architecture)
- User research (usability testing, expert reviews, paper prototyping, field studies, personas, accessibility testing, A/B testing, analytics)
- Figma, Sketch, Axure, Miro, InVision, Zeplin, Illustrator, Photoshop, Visio, Invision, WordPress, HTML, CSS, UserZoom, Morae, Lookback, Loop11
- Dutch (native) and Engels (fluent)

References upon request