

Arthur Geel

I'm a hands-on, technical UX Designer with strong visual design skills. My (design) process is multidisciplinary, shaped by an academic education in Industrial Design and Computer Science.

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EXPERIENCE

Brightmotive/Brightin, Utrecht. Sept 2020 — Now

UX Designer & Front-End Developer

Brightmotive is a successful tech startup in the B2B car parts ecommerce, serving more than 10,000 users daily. Brightin is its parent company: a software-oriented agency, working for clients including the NPO and DPG. As of 2022, Brightin has decided to make Brightmotive its priority.

- For Brightmotive I've been involved as a designer in developing new features, as well as analyzing- and re-designing existing features. For example, I led the UI/UX design of the 'Homepage Banners', a new feature that allows administrators to create integrated promo banners and -pages, featuring products or information they would like to highlight.
- Furthermore, I was responsible for the introduction of the 'workorder page', a space where car mechanics are enabled to efficiently put together a list of maintenance works. This module is deeply integrated with the system, allowing effortless finding- and ordering of the right parts.
- For Brightin, I worked as a UI/UX designer in various projects. I led the redesign of 'Mijn Jados', a platform used in guiding persons with autism or others that could use some help studying, working and living independently. More recently, I was responsible for designing the UI/UX and implementing the TailwindCSS & React-based front-end of EBSHopper.nl, a web-app used to book on-demand personal transport in various parts of the Netherlands.

SPIE Nederland, Breda. Sept 2018 — Dec 2019

UX Designer (Part-time)

SPIE is a multinational corporation, providing an essential role in the construction- and maintenance of buildings, cities, renewables and industry.

- I conducted UX research and re-designed the '2Simpel' web application, a core tool used by mechanics for workflow support and administrative purposes. Here, the focus was on simplifying complexity of tasks, and ensuring a good mobile user experience by introducing responsive design.
- I led the visual design of the 'Financial Dashboard', a Microsoft PowerBI-based dashboard used by business managers for decision-making based on financial KPIs.

Momkai, Amsterdam. Jan 2017 — July 2017

Interaction Design Intern

- I had a supporting role in the UX design process of KNVB's 'Rinus', an online assistant developed to aid football trainers in designing effective programs to supervise youth teams.
- I conducted UX research for the development of a digital B2C department store concept, commissioned by Tommy Hilfiger. Here, I especially focussed on user acceptance and the feasibility of the technical implementation.

EDUCATION

Eindhoven University of Technology, 2018 — 2020

Master of Science Industrial Design

- Grad. project: 'Requestor — The Online Platform to share UX Works-in-Progress' (Grade: 8.5).
- 15 ECTS Minor in MSc Computer Science (Grade: 9.3). Courses in the minor were Object-Oriented Programming, Foundations of Data Mining & Cyberattacks: Crime & Defenses.

Eindhoven University of Technology, 2014 — 2018

Bachelor of Science Industrial Design

- Grad. project: 'Nuntius — A Peripheral News Agent' (Grade: 8.0).
- 15 ECTS Minor in Social Robotics & Artificial Intelligence

SKILLS

UX Design

Wireframing
Agile/Lean UX
Rapid Prototyping
Usability Evaluation
Qualitative Research
Customer Journey Mapping
WCAG (Accessibility)

Visual Design

UI Design
Motion Design
Data Visualization
Typography & Print
Illustration

Development

React & NextJS,
TailwindCSS
Git & GitHub,
REST APIs
DB/SQL

Tools

Figma, MacOS, VSCode,
Adobe Photoshop,
Illustrator, InDesign,
After Effects, CLIs

LANGUAGES

Dutch (native)
English (fluent)
German (basic)

CERTIFICATIONS

Google Analytics Individual
Qualification (IQ)
Driver's Permit (AM-B)