



# Bram Peters

MSc Human-Technology Interaction | UX/UI- and Interaction Design & Research | Frontend Web & App Development | Business & Data Analytics

## 👤 About Me

As a recently graduated *MSc Human-Technology Interaction* engineer, I am looking for professional challenges where I can combine my UX/UI-, and Interaction-design and research experience with my frontend software development and data analytics skills. What drives me is being part of the creation of new innovative technological solutions that address the complex challenges of our ever-evolving society, so let's collaborate and create something powerful together!

## 📁 Professional Experience (*chronological*)

### Host and Bartender at Mälarpaviljongen, Stockholm

May 2023 – Present

I immediately secured a seasonal hospitality job at Mälarpaviljongen in Kungsholmen to establish myself in Stockholm while searching for a new IT role, enabling me to integrate into Sweden and enhance my Swedish proficiency as I prepare for a career shift to UX design and frontend software development, complemented by language courses at Folksuniversitetet.

### Master Thesis Project at Information Management Services at TU/e, Eindhoven

September 2022 – March 2023

In my master thesis project, I developed a learning dashboard for TU/e's Canvas-platform (still used today) in a way that is grounded in learning sciences and truly facilitates online learning:

- Designed and implemented a student-facing dashboard focusing on visualizing academic performance, offering dynamic, course-level recommendations for improved learning, utilized aggregate models of clickstream data and academic results.
- Employed an empathetic and data-driven user-centered design approach keeping prospective users and stakeholders in the loop continuously in the design process (e.g., extensive qualitative user research including interviews, think-aloud procedures, wireframing, prototyping, storyboarding, etc.)
- Iterative A/B- and usability-testing and quantitative analyses.
- Grounded the dashboard in learning sciences principles such as self-regulated learning theory.
- PowerBI (Azure Databricks/SQL) & HTML/CSS/JavaScript.

Portfolio: [TU/e Learning Dashboard](#)

## Details

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Place of birth

Mook

Nationality

The Netherlands

## Links

Portfolio

<https://www.bram-peters.com>

LinkedIn

<https://www.linkedin.com/in/bram-peters>

## Skills

UX-Design Research

Usability & A/B-Testing

Human-Computer Interaction

User-Centered Design

Adobe Creative Suite

AdobeXD

Figma

After Effects

Premiere Pro

Interaction Design

Mobile Design &  
Development

Wireframing & Prototyping

Persona Creating &  
Storyboarding

Typography & Color Theory

HTML/CSS/JavaScript

React

Vue

## Frontend Developer at TU/e, Eindhoven

September 2022 – December 2022

I worked in a content migration project for the information management services-team at my university. Duties included transferring content to the university's new content management system SharePoint, and creating new dynamic web pages and adding metadata and components using Typo3.

## Professional Skills Tutor at EuFlex Technificent, Eindhoven

August 2020 – February 2021

I mentored BSc students in the TU/e's professional skills program, which prepares them for their future careers by teaching essential skills such as academic writing, project planning, and team collaboration.

## UX Designer at Blue Jay, Eindhoven

June 2018 – June 2020

At Blue Jay Eindhoven, I was at the forefront of developing a drone that functions indoors, and serves as an intelligent companion for healthcare workers both interactively and autonomously.

- Focused on creating user-friendly communication channels for intuitive interaction with the drone. Utilized a user-centered design approach, involving continuous user feedback throughout the project.
- Conducted extensive rounds of quantitative and qualitative user research to inform the design process (e.g., extensive qualitative user research including interviews, think-aloud procedures, wireframing, prototyping, storyboarding, persona definition, etc.)
- Implemented and programmed a responsive LCD screen with expressive eyes to convey the drone's state, a microphone with speech recognition for user interaction and commands, a camera with emotion detection for emergency detection and trained the algorithm using real datasets on emotion detection (achieved 84% accuracy!)
- Iterative A/B- and usability-testing and quantitative analyses.
- Presented preliminary results and final product to sponsors and stakeholders.

Portfolio: [Blue Jay Eindhoven](#)

## Mobile App Developer at Blue Jay, Eindhoven

March 2019 – June 2020

In addition to my UX-designer duties, later in the development of the Blue Jay drone I designed and developed the Blue Jay Android App which facilitates real-time tracking of Blue Jay drones.

- Created an intuitive interface for easy drone operation commands (e.g., fly-to, lights, and display changes) using API

API Integration

Android Development

Web Responsiveness

Java

Python

Version Control/GIT

PowerBI

DAX

PowerQuery

SQL

Data Visualization

Qualitative Research

Quantitative Research

Data & Business Analytics

STATA

Scientific Writing

Video-Editing

Interdisciplinary Collaboration

## Languages

English

Dutch

Swedish

integration with backend autonomous flying modules.

- Conducted several rounds of wireframing and prototyping in Figma and Adobe XD and implemented final version in Android.
- Implemented a comprehensive logbook to archive historical data on detected emergencies using API integration with SQL-database.
- Streamlined communication and enhanced safety, efficiency and intuitiveness between users, including inexperienced ones, and the drones using iterative A/B- and usability-testing and quantitative analyses from human factors and HCI.
- Presented preliminary results and final product to sponsors and stakeholders.

Portfolio: [Blue Jay Eindhoven](#)

### **Student Mentor at TU/e, Eindhoven**

July 2018 – May 2019

## **Education**

### **MSc Human-Technology Interaction, Technische Universiteit Eindhoven, Eindhoven**

September 2019 – March 2023

In the Human-Technology Interaction-program at TU/e, I focused on bridging the gap between people and technology to ensure successful adoption and usage.

- Conducted extensive quantitative and qualitative research, with a focus on UX design, consumer behavior, human factors, and affective computing, social psychology, usability, ergonomics, perception, cognition and decision-making.
- Aims to develop a comprehensive understanding of technology from a user's perspective.
- Specialized in web and app development, data mining, and business analytics during the master's program.
- Gained skills to design and implement theory- and data-driven, user-centered technological solutions.
- Proficient in creating solutions that are both effective and efficient.

GPA: 7.9/10

Thesis: '[Design and Evaluation of a Student-Facing Learning Dashboard Using Theory of Self-Regulated Learning](#)'

### **Computer Science Erasmus+ Exchange, KTH Royal Institute of Technology, Stockholm**

August 2021 – April 2022

I completed an extended 1-year Erasmus+ Exchange semester at Stockholm's Kungliga Tekniska Högskolan (KTH).

- Enrolled in diverse courses encompassing data mining, android development, interaction web programming, and interaction design.
- Expanded knowledge in various technical fields.
- Developed adaptability and thrived in multi-national and multi-disciplinary environments.

Portfolio: [Vinobo](#)

Portfolio: [Raspberries](#)

Portfolio: [Reimagining Spotify Podcasts](#)

## **Bachelor of Science in Psychology & Technology, Technische Universiteit Eindhoven, Eindhoven**

September 2015 – August 2019

My bachelor's program equipped me with a deep understanding of how technology impacts people and how psychological principles can be leveraged to enhance technology use.

- Explored the application of psychological principles to enhance technology use through qualitative and quantitative research in the UX-design domain.
- Extensive research areas include usability, ergonomics, perception, cognition, decision-making, social psychology, consumer behavior, and environmental psychology.
- Gained comprehensive knowledge of the synergy between psychology and technology through additional knowledge of full-stack software development.
- Proficient in leveraging this intersection to develop impactful technological solutions.

GPA: 8.2/10

Thesis: *'The effects of a virtual model's visual presence on cognitive and affective learning outcomes'*

## **References**

References available upon request