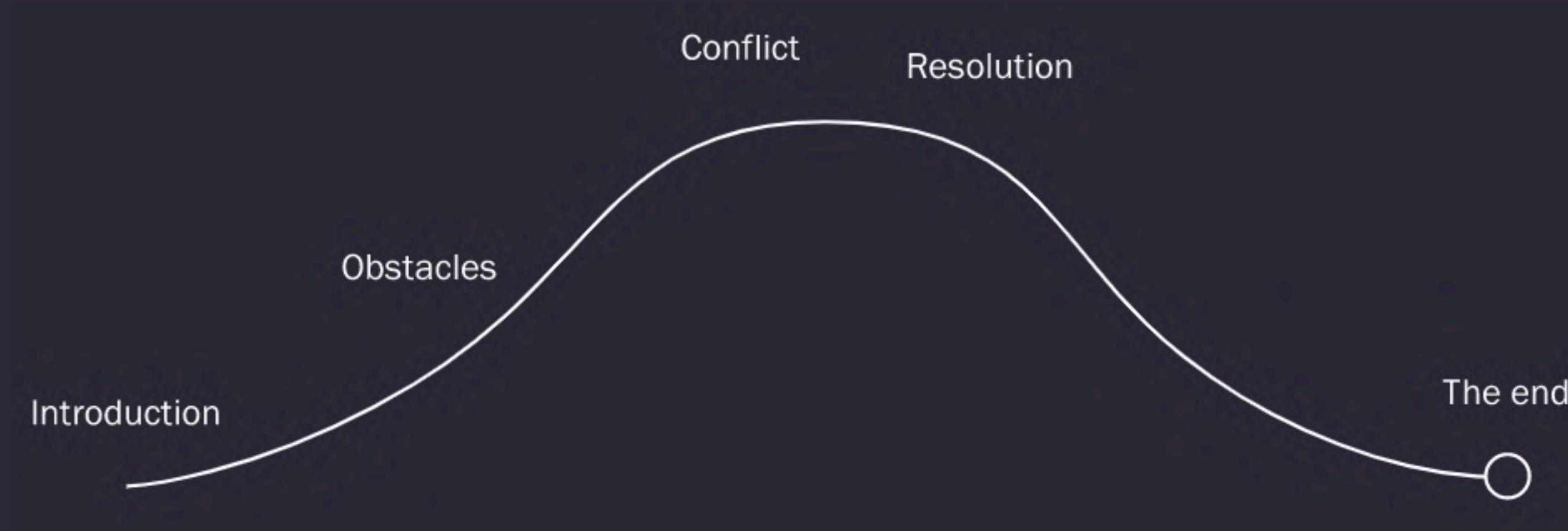


We are hardwired for stories.



It's a law of nature: as humans, we are hardwired for stories. Before we could draw and write, the only way to communicate ideas was to talk about them. And to make ideas "stick", we needed something worth remembering: a story. With an arc.

Compelling stories follow a narrative that roughly goes like this:

1. A character that we can identify with is introduced
2. The character has a goal, but: Obstacles
3. Conflict: the struggle to overcome said obstacles
4. Resolution: the goal is reached (or not)
5. The end

This is my story.



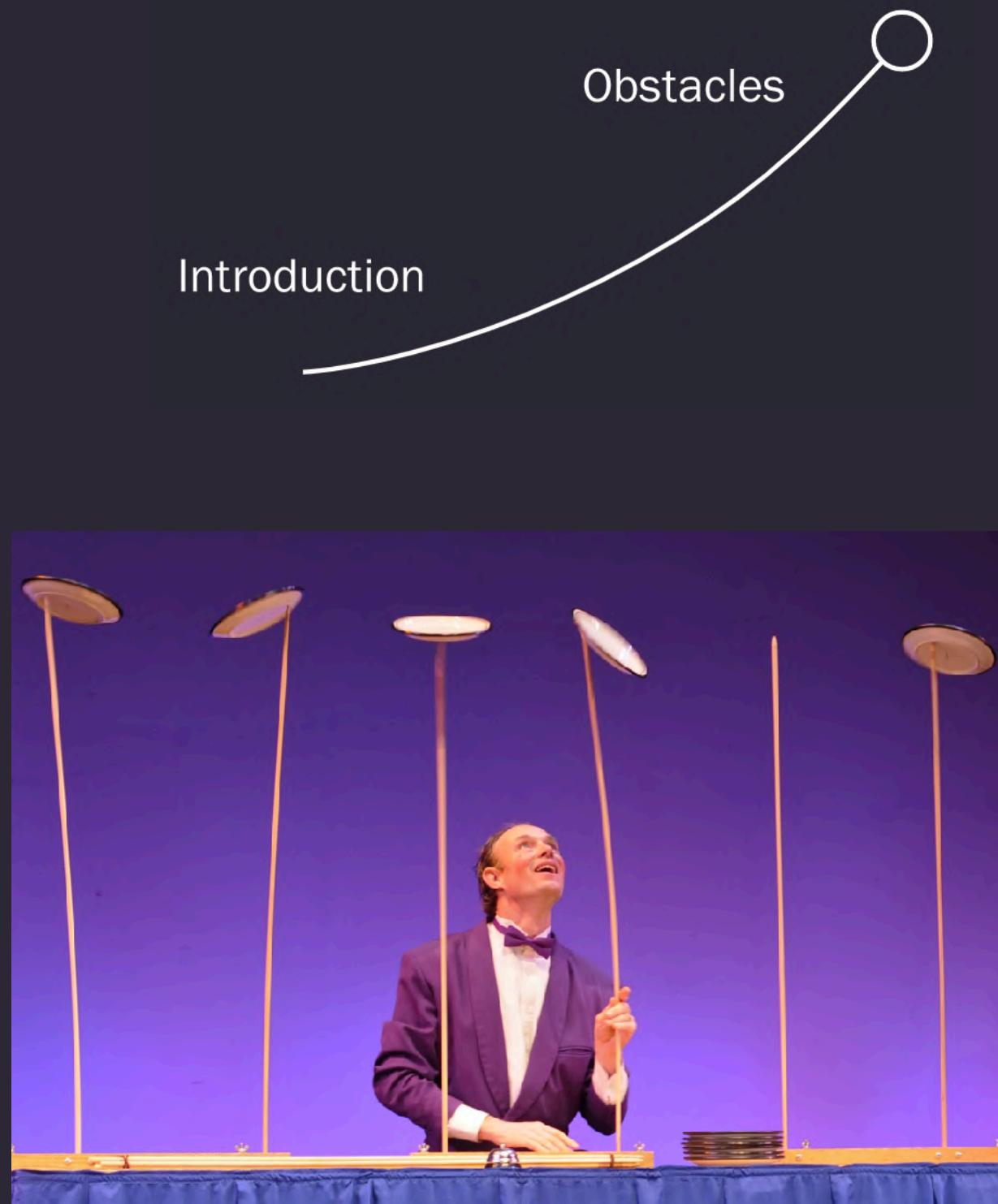
I'm a Dutch designer, currently working on the intersection of data and storytelling for [Our World in Data](#).

I help companies and organizations build better products through user research, design, and product management.

Over the past 11 years, I've worked in [UX](#), branding, video and animation, even [music and sound design](#). I've worked for myself, in agencies and in-house at startups.

I'm happiest when I work on the product side of design, in highly collaborative organizations.

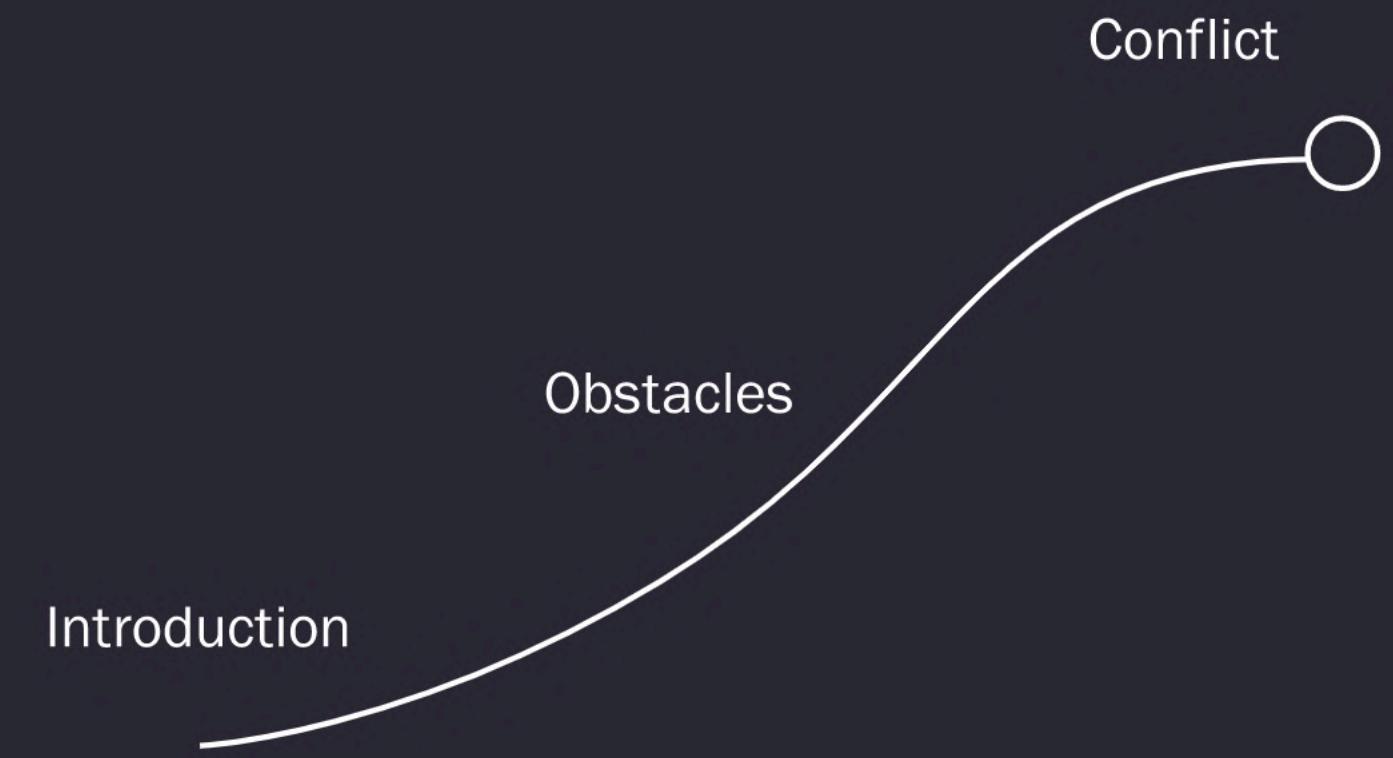
What do I want?



I work in a great team of smart, dedicated, and thoughtful people, and the work I do is meaningful. But what I'm missing, and what I think Twitter could offer, is a team with more design peers and veterans.

A team in which I could spread myself a little less thin, while still having a fair amount of product and strategic impact through design. A place where I could learn from, collaborate with, and help other designers.

Why me?



I'm an experienced designer with end to end experience in product, UX, brand, storytelling, and motion design.

I'm a tinkerer who loves prototyping and collaborating on early ideas, as well as iterating on process, systems, and templates that make design more effective and efficient.

I'm a storyteller who believes in bringing ideas to life by facilitating good design, not dictating pixels.

Maybe I have a point. Maybe not.



That's for you to decide. Let's dive in.

Visualizing progress

I lead design for Our World in Data, a non-profit that makes research and data on the world's biggest problems accessible, understandable, and usable.

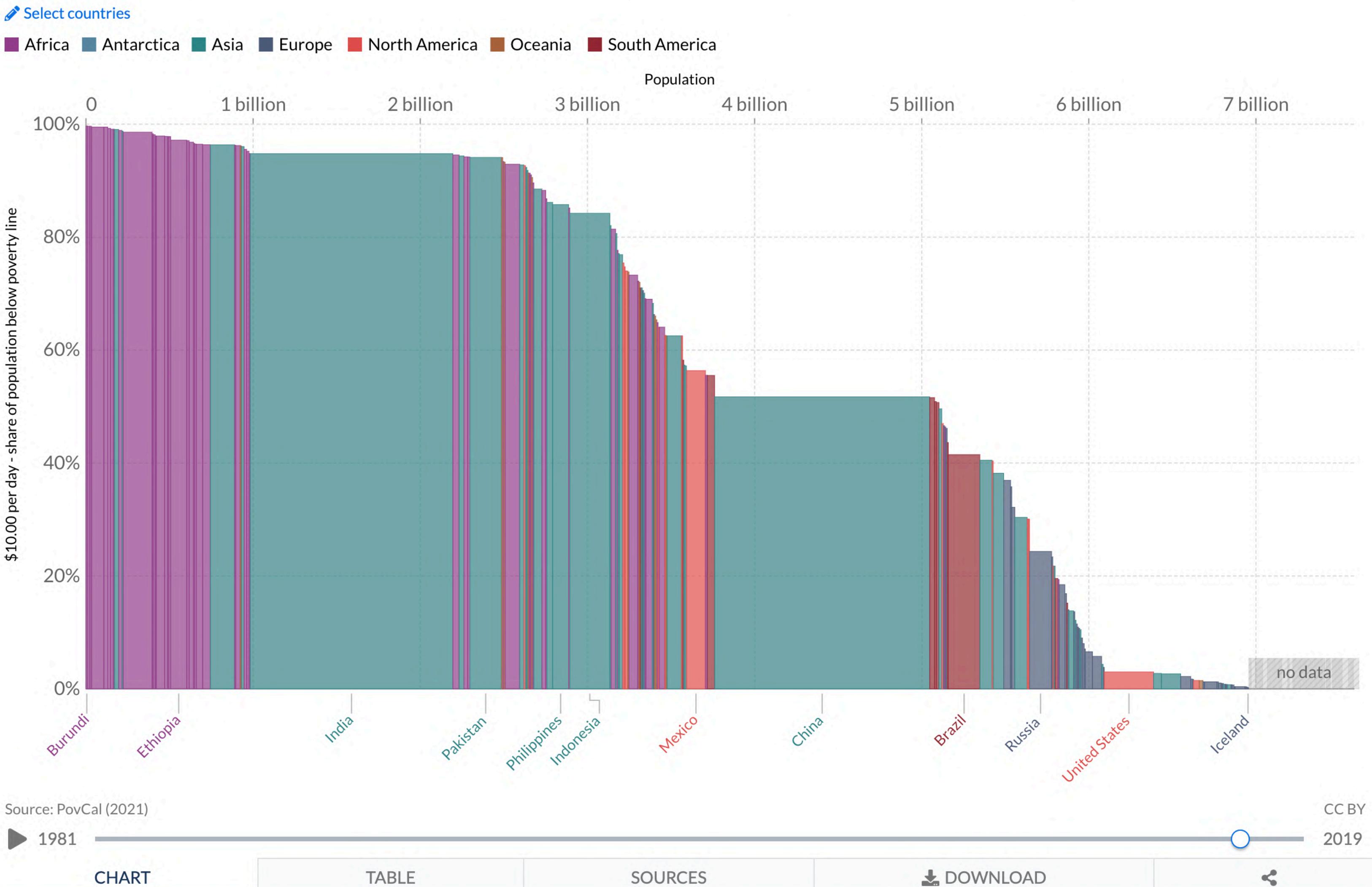
Mine is a hybrid role of product management and design: from user research and product discovery, roadmapping and product strategy, to detailed design, delivery, and analysis of product performance.

I get excited by seeing an idea through from inception to execution. Especially when others on the team breathe life into it and add their own flavor to it. I thrive in collaborative environments where we discover the best solution together, or find out where we're wrong early on.

Share of population below poverty line of \$10.00/day, 2017

This chart plots all countries on the X axis, scaled by population size, and on the Y axis shows the share of the population living on less than 10 USD per day (at PPP).

Our World
in Data



Decreasing the distance to data

At Our World in Data, my work enables our team of authors to create compelling narratives and visualizations around our datasets on global progress.

See how we decided to put key figures at the top of our COVID-19 vaccinations page.

[View case study](#)

Our World in Data Articles by topic Search... Latest About Donate All charts Sustainable Development Goals Tracker OXFORD MARTIN SCHOOL UNIVERSITY OF OXFORD GCDL Wordpress Edit Page

STATISTICS AND RESEARCH

Coronavirus (COVID-19) Vaccinations

5.07% Of the world's population has been fully vaccinated against COVID-19.
1.7 Billion vaccine doses have been administered worldwide.
Only 28.5 million doses (1.68%) have been given to people in Africa.

Home > Coronavirus > Vaccinations

Coronavirus (COVID-19) Vaccinations
Country-by-country data on COVID-19 vaccinations
By Edouard Mathieu, Hannah Ritchie, Esteban Ortiz-Ospina et al.
The data on the coronavirus pandemic is updated daily. Last update: an hour ago. Reuse our work freely Cite this research

The international COVID-19 vaccination dataset that we make available on this page is updated each morning (London time), using the most recent official numbers from worldwide up to the previous day. The population estimates we use to calculate per-capita metrics are all based on the last revision of the United Nations World Population specific sources is available at the bottom of this page, and we also answer frequently-asked questions there.

In our Data Explorer you can see all of our data on COVID-19 vaccinations (doses administered, people with at least 1 dose, and people fully vaccinated).

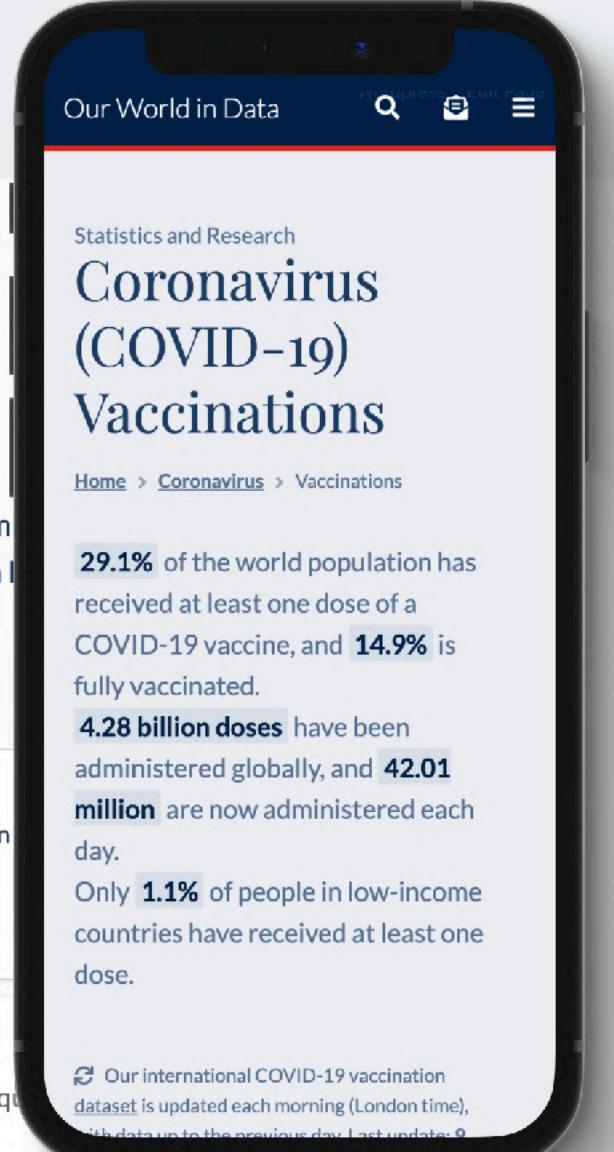
COVID-19 Data Explorer
Download the complete Our World in Data COVID-19 dataset.

METRIC: People vaccinated
INTERVAL: Cumulative
 Relative to Population

Type to add a country...
Sort by: Population
 India 1.38B
 United States 331M
 LINEAR
 LOG

Share of people who received at least one dose of COVID-19 vaccine
Share of the total population that received at least one vaccine dose. This may not equal the share that are fully vaccinated if the vaccine requires multiple doses.

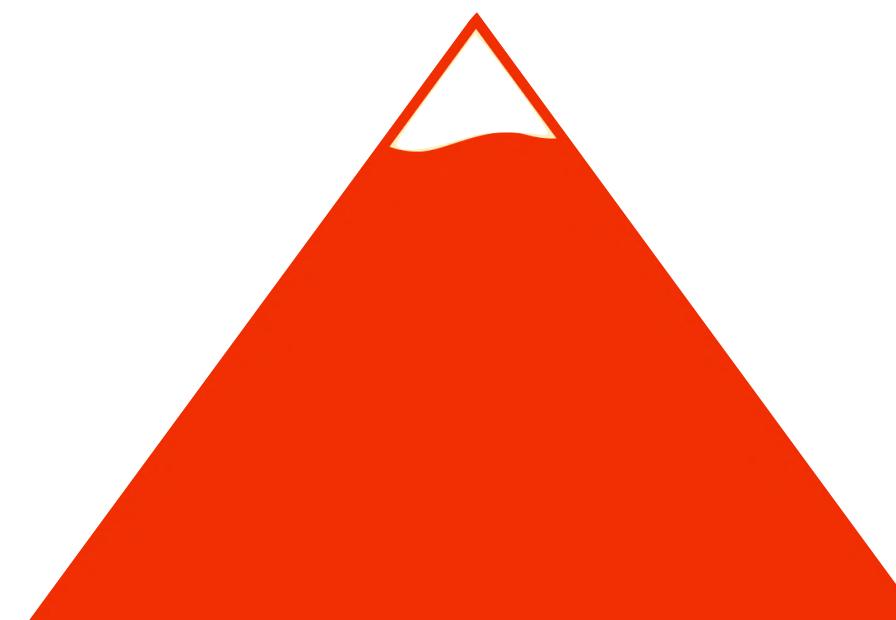
Our international COVID-19 vaccination dataset is updated each morning (London time), using data up to the previous day. Last update: 9 hours ago.



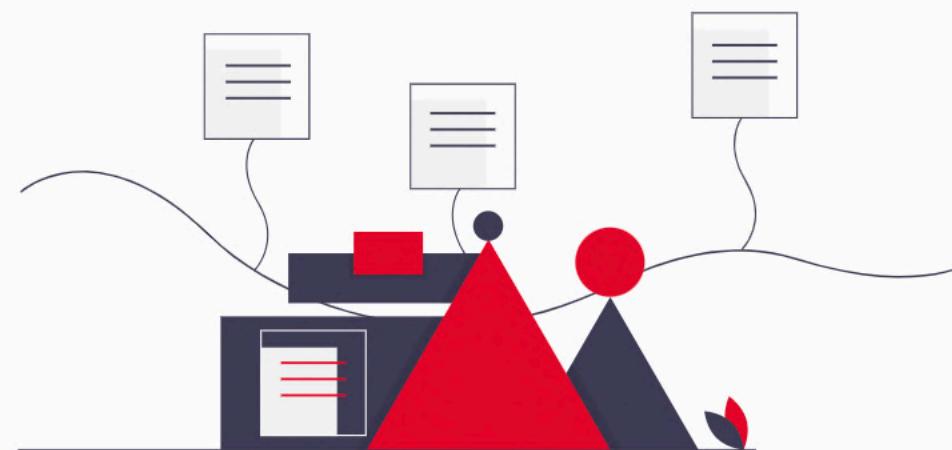
Dream jobs

From late 2017 to early 2020 I led product design for Top20Talent, a recruitment platform.

We designed and built a B2B and B2C facing platform that was aimed at giving jobseekers a better chance at landing their dream job with less effort involved, a faster and higher quality talent pipeline for employers, and a more efficient and modern workflow for our recruitment consultants.



46 Open jobs



Job title or keyword

designer

Location

Any

Industry

Information Technology X

Area of expertise

Product/Design X

46 Jobs

Can't find the right job?

Sign up today and let us find a job for you. Our Online to Offline combination of Talent Advisors and technology matches you with your next career opportunity.

Find a job

Design Lead

Large Logistics Company

Information Technology >
Product/Design

Hong Kong

\$100.3k

Our Client:

A well-funded startup with global operations providing the best Digital platform connecting businesses Big and Small to on-demand Logistics and Supply Chain...

[View job](#)

Posted on February 14

Principal Engineer

Information Technology >
Product/Design

Singapore

\$89.3k

THE CLIENT

Our client is an A1 main contractor in building and civil works. They are managing large scale civil, infrastructure as well as building projects

ROLE...

[View job](#)

Senior UX Designer

Large Logistics Company

Information Technology >
Product/Design

Hong Kong

\$69.4k

Our Client:

A well-funded startup with global operations providing the best Digital platform connecting businesses Big and Small to on-demand Logistics and Supply Chain...

[View job](#)

Posted on January 08

UI/UX Designer

Information Technology >
Product/Design

Chengdu

\$31.1k

Role Overview

We are looking for an experienced and talented UX/UI and graphic designer to design and shape unique, user-centric products and experiences. In this role,...

[View job](#)

Table stakes

The way we design and build software has changed. Design projects nowadays are much more likely to be a result of multiple iterations and continuous improvements, instead of a big-design-upfront waterfall approach.

Yet the way most case studies are presented still makes it seem like there was a big project for which (sometimes) research was done, requirements were gathered, design happened, then handoff to developers, and ta-da, there's the result.

This case study paints a more accurate picture of how one product feature evolved over the course of 1.5 years.

Let's see it

Financial Analyst

13 in Shanghai with a salary range of ¥250-450k in Banking and Medical

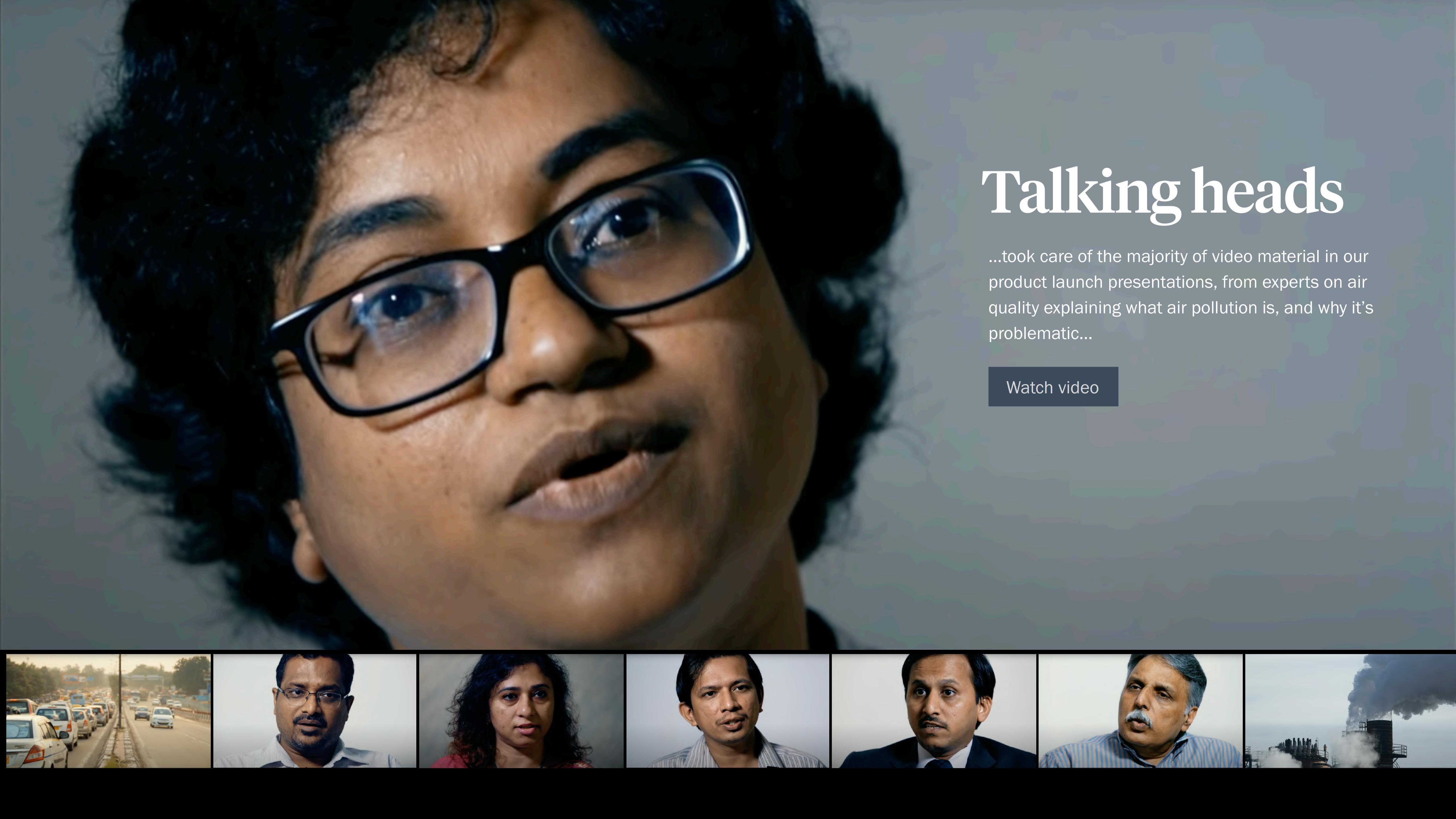
Saved 4 Contacted 9

Position	Exclusive	Salary	Location
• Henry **** DAY HANDPICKED Forest Guard and Lower Division Clerk	-	¥294k	Beijing
Michelle ***** MONTH Financial Analyst	-	¥400k	Shanghai
• Susan ***** WEEK INTEREST HANDPICKED Senior Executive Manager · Fortune 500 Banking Company	21:04:43	¥498k	Shanghai
Frank ***** Chief Executive Officer	-	\$1.5M+	Shanghai
Lucy *** Investment Analyst	-	¥498k	Shanghai
Bill ***** MONTH Financial Analyst	-	¥400k	Shanghai
Jerome ***** Senior VC Specialist	-	¥400k	Shanghai
Sally ** Legal Counsel, M&A	-	\$1.5M+	Shanghai
• Michael ***** HANDPICKED Financial Analyst	-	¥400k	Beijing

I told brand and product stories for Xiaomi

At Xiaomi, I worked directly with Hugo Barra on product launch keynotes...





Talking heads

...took care of the majority of video material in our product launch presentations, from experts on air quality explaining what air pollution is, and why it's problematic...

[Watch video](#)



Pixel perfect dual camera

...to developing scenarios and storyboards for two TV commercials, and making sure internal stakeholders (Xiaomi India/Indonesia/Global) and our partner (Google) were happy with the outcome.

Here we see a campaign for the Mi A1: a photo battle between a vacationer showing of his snaps and the two coworkers stuck at the office who use whatever they can get their hands on to recreate and outdo their friend's shots.

[View commercial](#)



More power more life



[View commercial](#)



Two dancers move through the night until they meet on a Shanghai rooftop at sunrise. The idea to get across here is of course the close-to-infinite battery life that the Redmi 4X, Redmi Note 4, and Redmi 4a phones possess. They can go all night.

Our World in Data as a museum

I also tell stories internally. The last time was when I compared Our World in Data to a The Boijmans van Beuningen museum in Rotterdam.

The Boijmans van Beuningen museum has 151,000 artworks in its collection, but only 8% is shown to the public.

In 2021, they will open “The Depot”, which will make them the first museum in the world to put its full collection on display.

To do that, they've redefined visitor experience, architecture, and curation of artworks, which nicely maps to the user experience, data architecture, and scalable data and content management at Our World in data.



1900-1945

van 1960 en 1975 inclusief de tweede wereldoorlog zijn velen weggevlucht, verdrongen, verstoord, de vele oorlogen die voortduurden en de vele overledenen die erbij horen hebben mede geleid tot een grote immigratie van mensen die op zoek waren naar een betere toekomst.

During 1980 and 1981 there was an explosion of health advocacy from left-wing groups. Feminists, Communists, Trotskyites, many squatters and many others around 1981 there was a tremendous and many others attempted to create a connection between modernism and tradition. Poles, Frenchmen, everyone were for progress and the city.

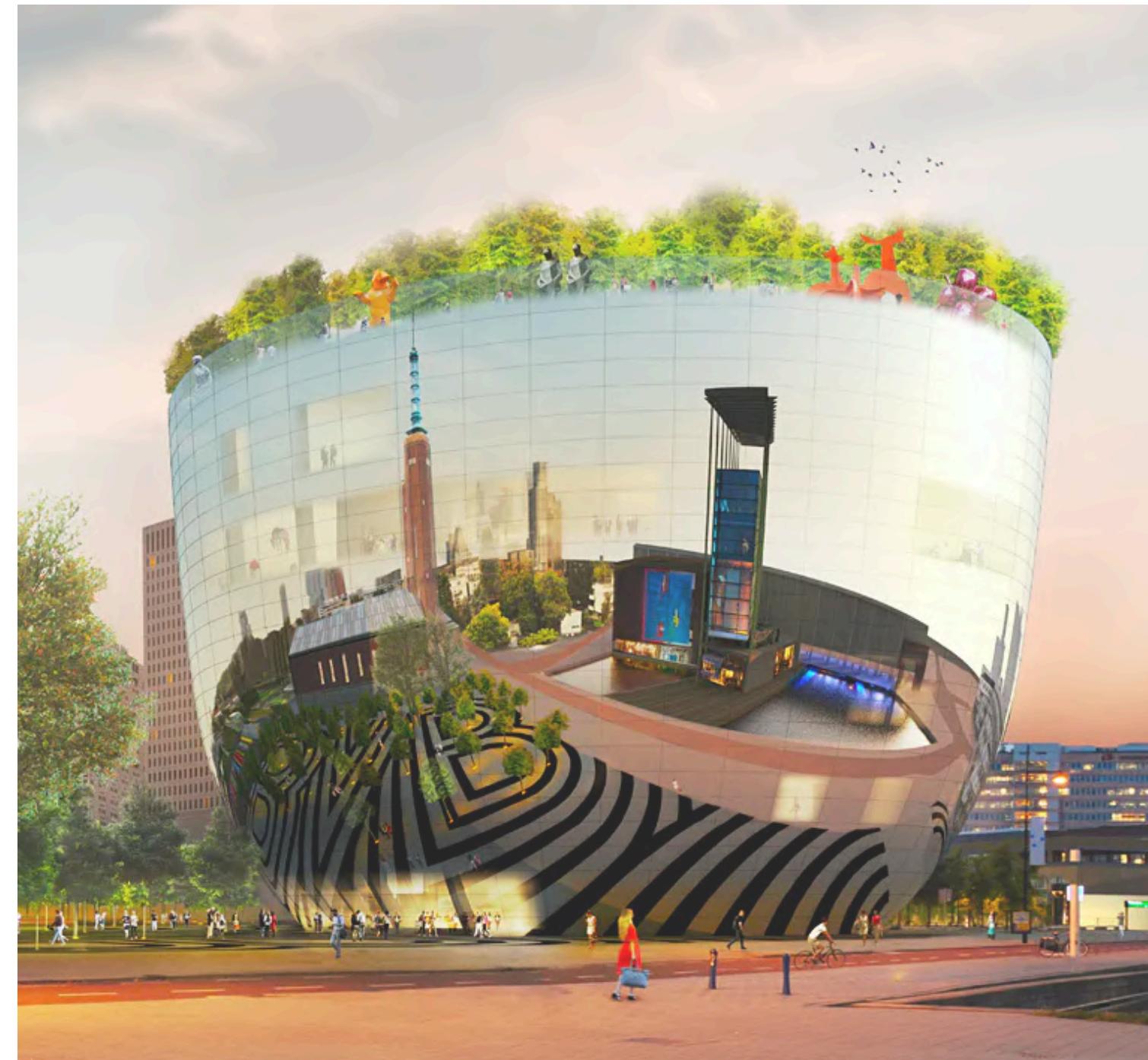
The new movement had many issues. In France they spoke of a "l'heure à l'horizon" to combat health inequality of rich, middle-class (population). In the community it was known as Right, Redaction, with Michel Rocard, a red, Paul Gaultier, Jean-Claude Chevallier and Claude Miller, one of the most important figures. It had a strong connection with Capitalism - the works of Marx, Tocqueville, Aristotle, and with Bernstein, Georges de Cintre.



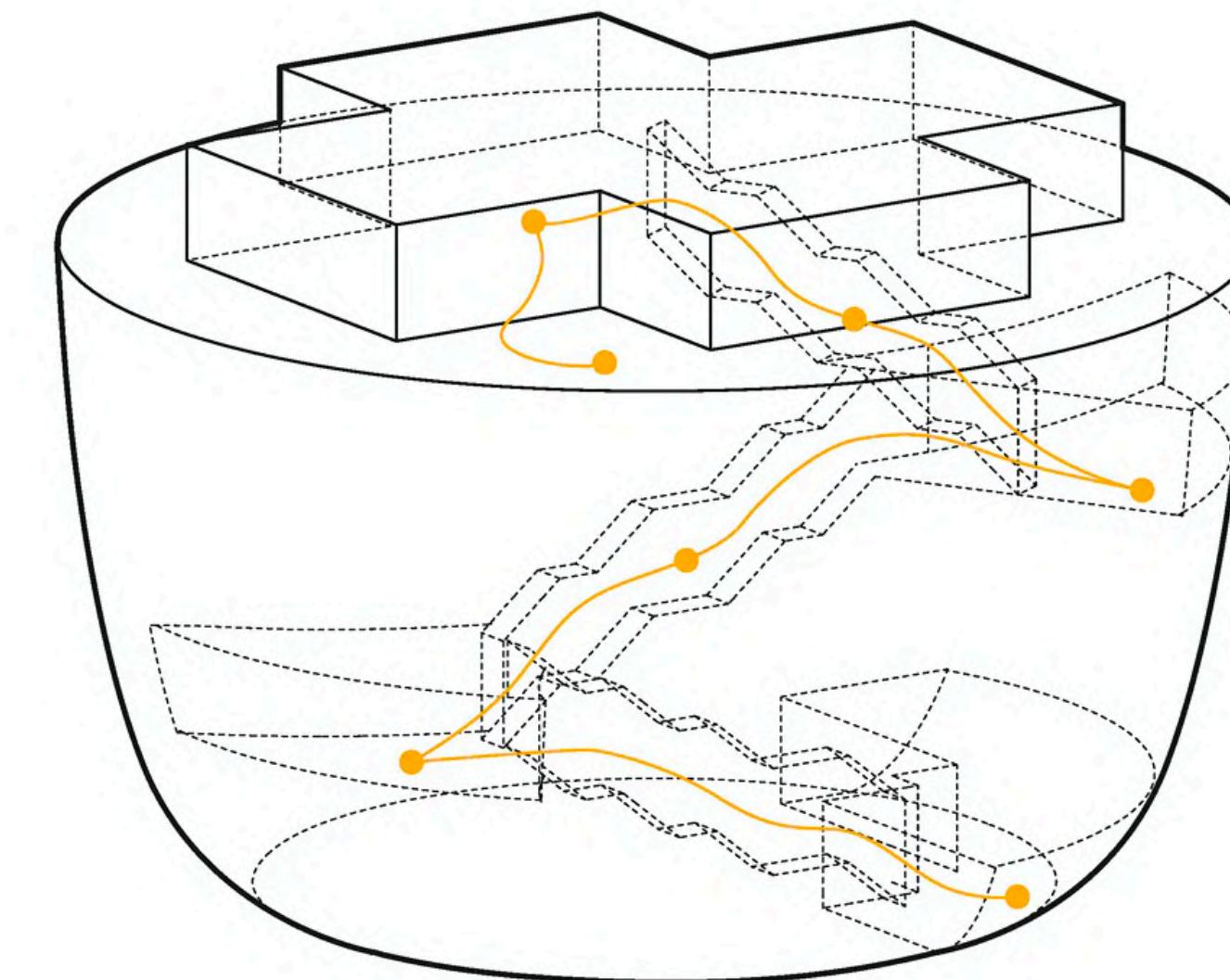
Hear this analogy come to life on the 80,000 hours podcast

The museum analogy

A story like this can help align the teams by providing a shared vision and purpose to work towards.



A new building to house Our World in Data's 100,000+ metrics.



Navigation, search, discovery, and exploration of so much more data and content requires rethinking the user experience and information architecture.



This overwhelming amount of "artworks" can only be managed by a small team if the tools they have to curate, publish, and maintain the collection are extremely powerful and efficient.

Explanimations

I started Studio Tony, a boutique storytelling agency that helped companies tell their stories through video and animation.

A lot of businesses, especially startups, have great ideas but struggle to communicate them clearly. They would come to us for help. Under the banner of Studio Tony, I made lots of short explainer videos and animations.



NHLO created a fantastic "Phantom Spring™" technology that makes objects virtually weightless. As this is not a claim easily supported nor explained, we created an animation to give this claim the necessary weight.

[Watch video](#)



Building teams

At Our World in Data, I established a sustainable product development process, and coached the engineering team until hiring a Technical Team Lead and a Principal Engineer. I also hired and managed a designer at Top20Talent.

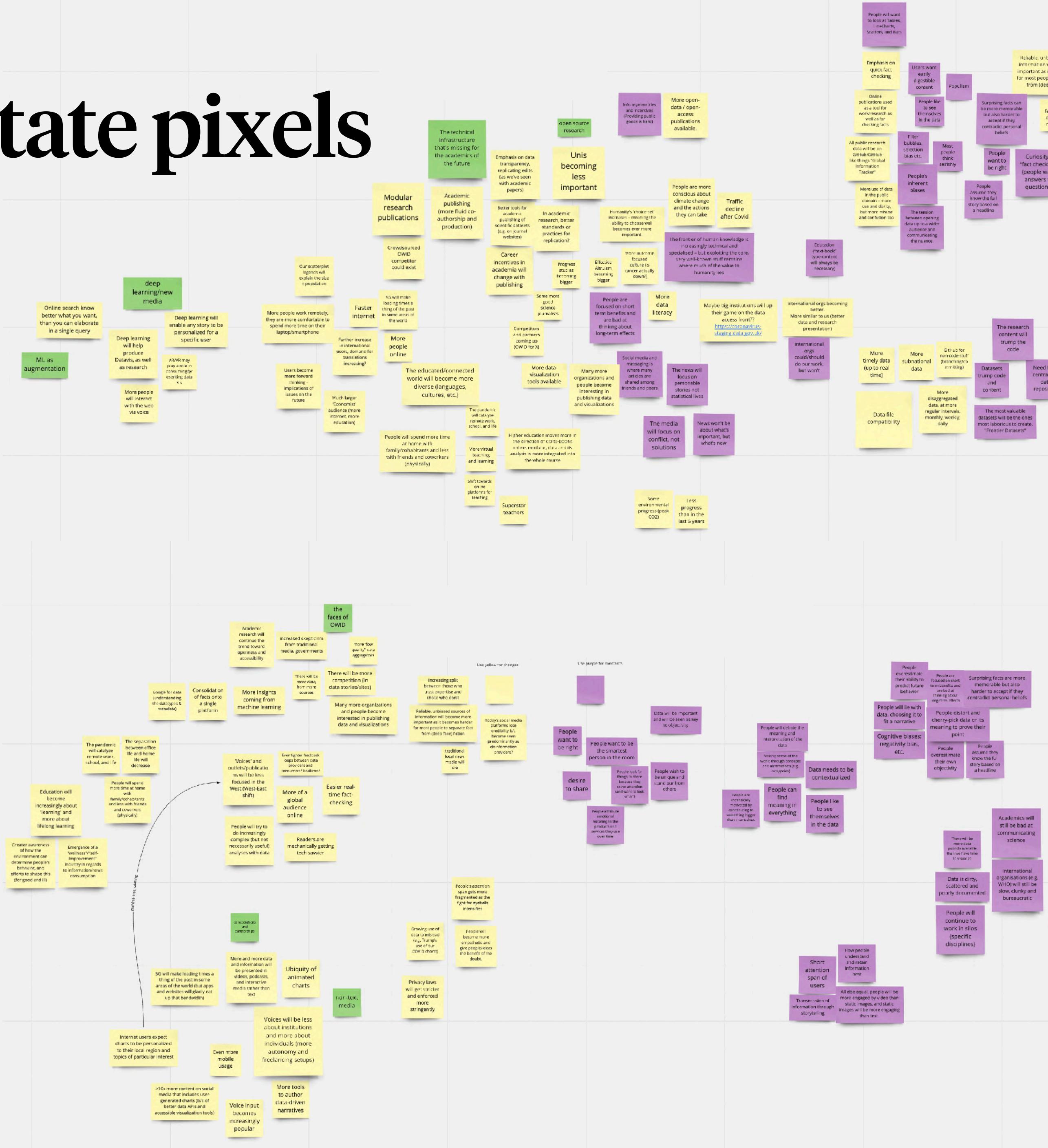
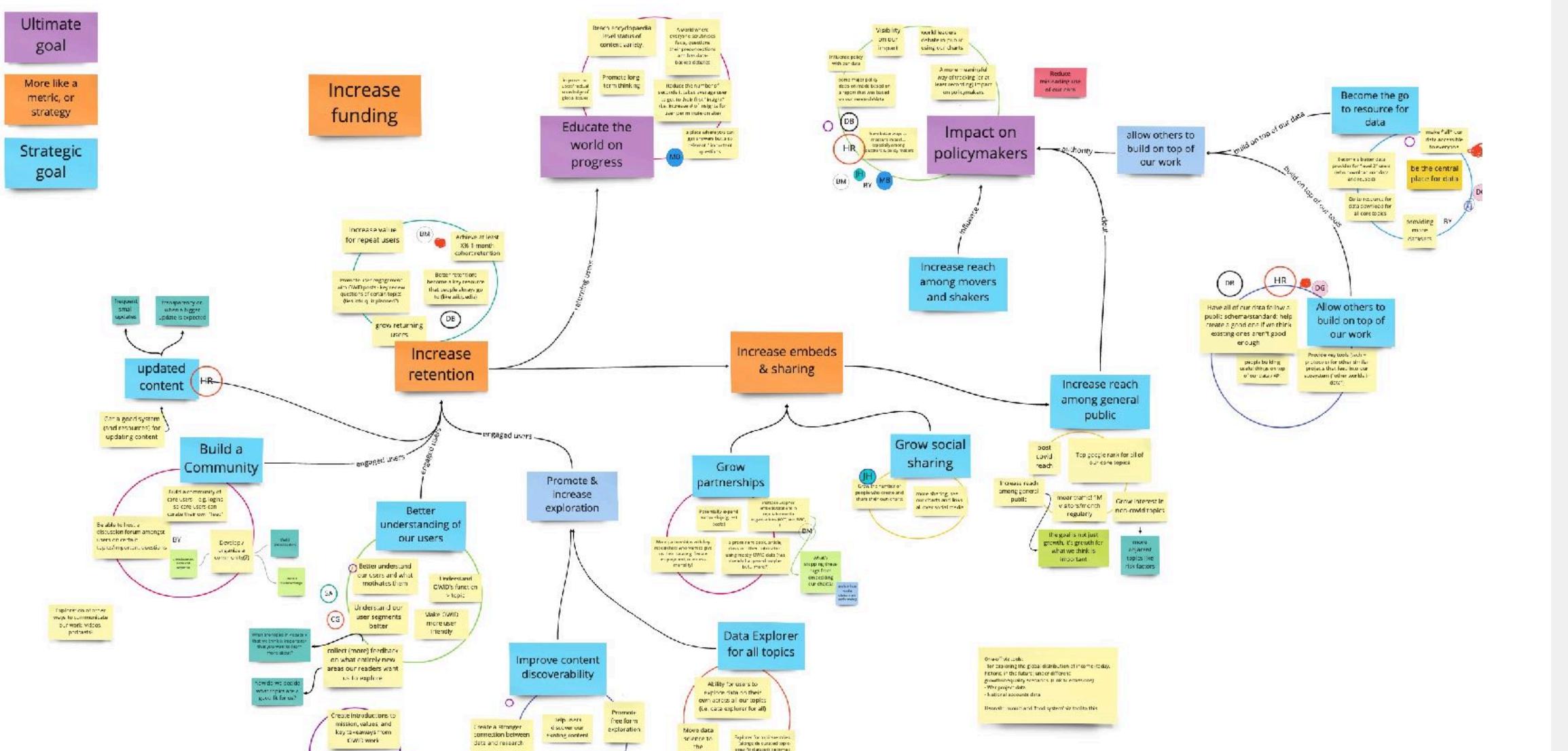
My philosophy on building great teams is simple. Invest time and effort into identifying great people, give them a solid amount of authority and purpose, make sure to do anything possible to help them focus on the work, and get out of the way.



Facilitate design, don't dictate pixels

At Top20Talent, I experienced first-hand how complex and multi-faceted a digital transformation process can be. It's great to see that your team places so much emphasis on co-creation and designing with, instead of for, the customer.

So much of design is knowing when to explore and diverge, and when to synthesize and converge. At Our World in Data, I guide the process, but we shape and define projects and solutions together, with a multidisciplinary team.



Instill design thinking

I'm the only design and product person on the team at Our World in Data. That means I have to instill a sense of product and design thinking into the engineers, data scientists, and researchers I work with.

I encourage an outcome-focused and data-informed approach to product development. I strongly believe that with the right guidance and an open mind, everyone on the team can make better design decisions.



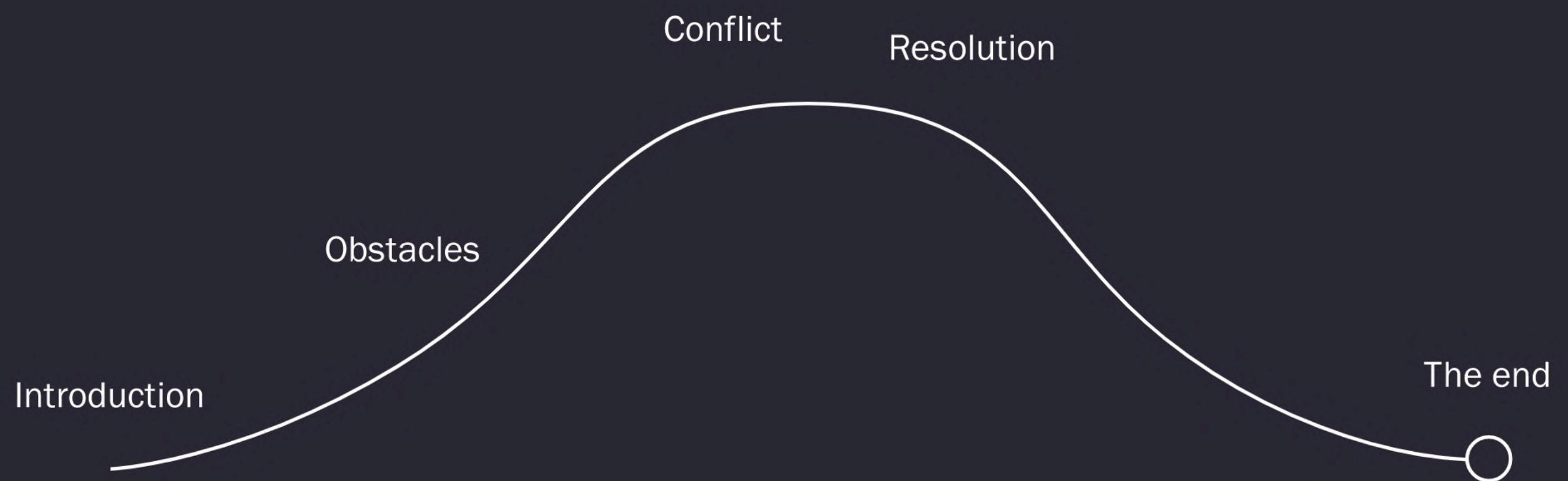
A Figma template and a quick tutorial can get any team member started on designing a grid like this

Managing expectations



With a diverse background in agencies, in-house creative departments, and product and UX design teams, I'm intimately familiar with managing the expectations of internal and external stakeholders, while keeping the team focused and establishing sustainable product development processes.

And so it ends.



Thanks for your attention. Shoot me a message at
hello@seriousness.nl if you think there is a fit!

—Ernst van Woerden

ernst.works