

## Summary

Experienced UI / UX Designer, directing UX teams in designing and developing innovative products for enterprise, e-commerce and mobile. I led teams in telecommunication, hospitality, and entertainment.

Created end-to-end user experience solutions with a focus on user needs and business goals directly responsible for delivering all aspects of design, from defining customer needs to delivering concepts, prototypes and UI specifications.

Partnered with leaders in Product Management, Strategy and Development to establish more iterative and collaborative processes across the full product development cycle.

## Work

### UX Designer, Accenture Interactive (Accenture Digital)

**July 2013 - Present (4+ years), China**

#### Key Projects

- UX / UI Design of the next generation Integrated Service Delivery platform for the leading global information and communications technology (ICT) solutions provider  
(71.64% efficiency increase, average project delivery from 134 to 38 days)
- E-commerce UX / UI Design for the largest international health and beauty retailer in Asia and Europe  
(69% Growth in Online Health & Beauty Sales in Asia)
- Ideate, create and build proof-of-concept prototypes for various Business Development projects

#### Responsibilities

- Partnered with leaders in Product Management, Strategy and Development to establish more iterative and collaborative processes across the full product development cycle
- Managed product roadmap to align with business needs and associated growth goals
- Gathered and interpreted stakeholder feedback to shape design solutions that met both business and consumer needs
- Developed team members to reach their full potential, understood their goals and needs, partnered in their development, provided advice, feedback and training
- Continued to design on a daily basis, creating wireframes, prototypes, user flows, process flows and design specifications

Accenture Digital is one of the largest end-to-end providers of digital transformation capabilities in the world. We bring digital capabilities to our clients that deliver transformation @speed and @scale.

### Interaction Designer, Tang

**March 2013 - May 2013 (3 months), Shanghai China**

#### Key Project

- Redefining website design in the hotel industry through User Experience insights for [IHG China](#)  
(3-fold increase in online bookings than two years before)

#### Responsibilities

- Interaction Design and Usability Testing
- Customer Experience Journey
- Collaborating with business team and development team

TANG Consulting (Innovation for China) is committed to bringing innovative experience to China users and growing with China user experience industry.

### Interaction Designer, Happy Elements

**January 2011 - November 2012 (2 years), Beijing China**

#### Key Project

- Interaction Designer of the [year-long top-grossing](#) mobile game [Happy Fish](#)  
(2.3M MAU, 1.38M USD / m, 0.60 USD ARPU)

#### Responsibilities

- Managing Visual Designers and Developers
- Creating detailed UI specifications for all the game features to match the users expectations
- Using wireframes, flow diagrams and story telling to help the team understand the designs and assist them during implementation
- User testing of completed features

Happy Elements is a leading interactive entertainment company in Asia and is committed to creating happiness for users worldwide.

## Usability Specialist, MicroUsability

**January 2010 - August 2010 (8 months), Singapore**

### Key Project

- Helping Sony recapture a leading position in smartphone design

### Responsibilities

- Led two Mobile Phone ethnographic studies of 12 users for 1 month in Singapore and Hong Kong
- Led 12 Out of the Box Observation sessions and User Interviews
- Led two focus group sessions
- Data analysis and reporting. Worked together with two remote researchers who conducted the same project in UK and Greece at the same time.

MicroUsability provides high quality global user experience & usability research and consulting services to achieve end-user satisfaction.

## Skills

### User Experience

Design Thinking, Interaction Design, Wireframing, Prototyping, UI Specifications, Flow diagrams, Storyboards, Scenarios, Information Architecture and Persona development.

Usability testing (Lab & Remote), Ethnographic study, User Research, Requirements Gathering, Focus groups, Heuristic Evaluation and User Recruitment.

### Technical

Utilize industry design standards and best practices. Understand the technical limitations and feasibility behind my decisions and have the expertise to communicate my ideas with engineers for final implementation.

Full knowledge of design and prototyping tools: Sketch, OmniGraffle, Axure, Adobe CC, HTML5, CSS3, JavaScript, Swift, Git, Responsive Design, cross-browser compatibility.

### Project Management

Agile / SCRUM Methodologies, Ability to manage cross-functional teams including engineering, product management, and user research.

### Personal

Strong analytical and research skills, strong influencing, negotiation and communication skills (written, verbal, presentation), strong organizational and time management skills.

I take ownership and responsibility of my work, respond professionally to feedback and address problems effectively and efficiently.

I'm professional, flexible, passionate, curious, enthusiastic, smart, collaborative and hands-on (read handsome).

### Languages

Dutch: native language

English: fluent (speaking, reading, writing)

Chinese: intermediate (speaking, reading, writing)

## Education

### Utrecht University of Applied Sciences

**2006 - 2010 (4 years), Graduated June 2010, The Netherlands**

Bachelor of Engineering, Media Technology

Specialization, Human Computer Interaction

For confidentiality reasons I have omitted the actual values for some metrics