

Jip Asveld

UX Designer



+316 4165 3599
jipasveld@gmail.com
www.jipasveld.com

EDUCATION

Note: both studies were very practical and project-oriented. Often, work had to be done with clients, users and other stakeholders. That is why I go into detail regarding the most relevant projects.

Interaction Design Master of Science

Malmö University

SEP 2017 - JUL 2019

Collaborative Media This project was carried out for the *BUFF film festival*. In a team of four designers, I **co-designed** an interactive installation together with a group of children through weekly **design workshops**. We went **from idea to execution**, constructing the final installation for the *Family Saturday* event.

Play and Ludic Interaction In this group project, we designed a set of networked toys and the accompanying app. I was **responsible for the final prototype**, while as a team we:

- Used **ideation, concept development and prototyping**, over several **iterative** cycles.
- Conducted **user tests** with the prototypes, to develop our design based on **user insights**.

Industrial Design Bachelor of Science

Eindhoven University of Technology

SEP 2010 - FEB 2014

And Action! I participated individually in a project organized by the company *DigiFit*. The challenge was to design an app to motivate young adults to become physically more active.

- I **ideated and developed the concept** for this challenge.
- I created **site-maps, user flows, wireframes and a final high-fidelity prototype**.
- I conducted a **design workshop** and various **user tests** to validate the concept.

The app I designed was **selected as the best solution** amongst the project participants. Two years later, I got the chance to **present it** during a side event of the *Games for Health* conference.

EXPERIENCE

UX / UI Designer

Foodpairing (Freelance)

MAY 2020 - NOW

I am currently collaborating with the company *Foodpairing*. For them, I am **designing a recipe app**, as part of the *STOP Obesity* project. The app should integrate with their *FLAVOR.ID* platform—currently under development—which makes it possible to suggest recipes based on personal flavors. A unique feature of the app is to swap ingredients for preferred alternatives.

- I designed the overall **information architecture, user flows** and the interface's **navigation**.
- I designed the specific **style guides** and **UI elements**, from which I **designed the entire app**.

Currently, a MVP of the app is under development. As the sole designer in this project, I am **working with development** to make sure the design is implemented well, according to the designed layout, rationale and project insights. Difficulties to implement are being redesigned.

Web Designer & Lighting Designer

Freelance

FEB 2015 - JUL 2017 & Nov 2019 - NOW

As a freelance designer, I **designed and realized both websites and lighting solutions** based on the specific needs of my clients. During this work, I improved my skills working with **various technologies, tools and materials**.

UX Designer / Researcher

Invisua Lighting (Intern)

FEB 2013 - JUN 2013

I **designed a web-app** to control *Invisua's* newly developed, versatile LED spots. The goal in this project was to design for optimal usability and a seamless user experience—focussing on both the overall **information architecture** and the **interactions** with the interface specifically.

- I applied **design thinking** to develop many potential solutions.
- I created **wireframes** and **prototypes** for a great variety of interface alternatives.
- I conducted **user research**, by interviews, observations and usability tests.
- I **analysed, synthesised and evaluated** the obtained user insights.

All this was done in an **iterative** way, to create my final design solution. My result was **developed as the Create web-app**, which is currently still in use by *Invisua* and its clients.

SUMMARY

I am an **Interaction and UX designer**, with nearly 10 years of experience designing interfaces. I am specialized in **prototyping** and **UX research**.

To me, designing is essentially a **problem-solving** activity. I use design to **define, explore and solve** problems.

During a project, my added value is in applying **design thinking**, in navigating the **design process** and in **selecting methods** based on what the project requires. I believe that **design is about the methods, tools and processes** used to create and validate solutions.

As a designer, I have a passion for **technological innovation** and increasing the **usability of interfaces**. Moreover, I am fascinated by **how people experience and interact with** everyday things.

COMPETENCIES

Core Skills

- UX research
- Design thinking
- Rapid prototyping
- Iterative design
- Creative problem-solving
- Co-design
- Front-end development
- Teamwork

Tools

- Figma, Adobe XD, Framer
- InVision, Marvel
- HTML, CSS
- Javascript
- Arduino, Processing
- Adobe CC
- Pen & Paper

Personal Traits

- Analytical
- Empathic
- Open-minded
- Curious
- Pragmatic
- Structured
- Creative
- Proactive
- Hands-on
- Quick learner