



**Relax
Tension**

by WeeVee B.V.

Jonathanhof 22
1036 LJ Amsterdam
The Netherlands

E-MAIL wytze@relaxtension.nl
TELEPHONE +31 6 47092904

WeeVee B.V.
ING NL11 BUNQ 2206 5559 64
BTW 858791134B01
KVK 71634959

RESUME

WYTZE VOERMAN

User Experience Designer

PROFILE

NAME Wytze Voerman
ADDRESS Jonathanhof 22
1036 LJ Amsterdam, The Netherlands
TELEPHONE +31647092904
EMAIL wytze@relaxtension.nl
BORN 25-03-1981 Haarlem, The Netherlands.

OBJECTIVE

I am passionate about creation, all things connected and everything out of the ordinary. I am infected with entrepreneurship and can't help myself in seeing the world as a playground of opportunities.

As UX Designer I help companies in getting from an idea all the way to full realization. I assist my clients with their conceptual process, requirements analysis, design phase, development, implementation and iteration. I like to be in contact with all facets of realization and have developed myself accordingly in the past.

I have great passion for the User Experience trade. I insist on working user centered and have mostly done so in the past. Design thinking, Lean Startup, BMC and Lean UX are my iterative processes. It's a way of thinking that always offers the most value for your effort and reduces risk.

I help people that need help in getting their digital ideas and concepts done! I work hard and thrive on people that do so too. Large complex projects and platforms fascinate me and I love working with strong teams to get those realised.

SKILLS

DESIGN / CONCEPT

- UX Design
- Prototyping
- User Testing
- User Centered Design
- Design Thinking
- Lean Startup
- Lean UX
- Brainstorm & Design Sprint facilitation
- Gamestorming

MANAGEMENT

- Digital Production
- Scrum (Product Owner)
- Agile
- Lean startup
- Business model Canvas
- Value proposition Canvas
- Project Planning
- Concept Development
- Estimation & Scoping
- Sales

EXPERIENCE

FREELANCE IxD / UX DESIGNER & PRODUCT OWNER

RELAXTENSION – Amsterdam, the Netherlands

Juli 2013 – Present

As RelaxTension my qualities as an experienced UX Designer are available to anyone who needs help in this area. I am a Lean & Agile enthusiast, your 'man in the middle' that loves to help getting your digital projects from Idea all the way to the best possible realization.

PROJECTS

Sdu: Titan

April 2019 – Present

In progress, but going strong. Titan is the result of a major culture change within Sdu. Coming from a strong hierarchical management workflow and weak implementations of agile Sdu was having trouble adapting to change and managing consistency throughout their extensive proposition portfolio. Being a typical long-tail organization, consistency was their main challenge.

A year before I made a case for end-to-end teams and the use of a Design system. End-to-end teams for flexibility, speed and frequent market delivery. The design system to maintain consistency throughout the various propositions. Also, guidance needed a string Visual Design makeover. A year later budgets were approved to setup this process. Now, 6 six months along, I can proudly say we successfully implemented a Design System based development flow. For me it's the first design system I've worked on that truly delivers on the Design System promise.

Sdu: Taxvice

Jan 2019 – present

Still in progress, but live. Released last November, Taxvice is a new innovative proposition for the Tax Advisor market. As UX lead I was asked to facilitate a User Centered development and design process. Using a very strong Design Thinking process we ended up doing up to 250 interviews with Tax Advisors in which we validated our findings, concepts, design and prototypes.

During the development the team acquired three launching customers who invested in the development process and committed themselves to the product. This rather Lean startup process of getting customers onboard as launching customers was a first

for Sdu.

Sdu: Sdu Guidance

April 2017 – March 2019

Guidance is the name of the new content proposition of Sdu. As UX Lead I was in charge of concept development of this new strategy. This strategy consists of three main pillars: Guidance (a fast way of getting the user up to speed on uncharted topics) Search (instant results on research questions) and Tooling (helping users with practical appliances within their workproces). This combination of values ensures an effective user experience for generalists and specialists alike.

The rather content heavy products (Law & Legal content) and content savvy users made this assignment an information architectural, finger licking design challenge. Designing in an iterative, user centered way I believe Sdu got from being behind on it's competitors to being an example on how these kind of propositions can be experienced.

Leaseplan: UX design & Webdesign

Oktober 2016 – March 2017

An interim position at Leaseplan. I was asked to help with the design and implementation of the development of their main corporate website, several product propositions/webshops and lead generation proces. My work was mainly focussed on leaseplan.nl and leaseplandirect.nl, being their main traffic and sales portals.

Media IP: Open Community

August 2015 – Juli 2016

Media IP (Holding Qlinx) wanted to develop a hyper dynamic platform where companies can find new talented freelance people within their specific niche. The company partners up with big (networking) players in a specified niche to setup a new niche-specific version of this platform. Thus creating a fully niche-tailored talent search platform. Think of it as a niche specific LinkedIn with webshop-like searching capabilities.

I was charged with the challenge of Scoping Concept, Stakeholder Management (multiple partners), User Experience Design and eventually Product Ownership. A very nice challenge with a rewarding result.

Qlinx: Redesign Mobile App

March 2015 – June 2016

At the heart of Qlinx is the mobile application for freelancers. It was in serious need of a full review and improvement to its core functionalities. I redesigned this mobile app from the ground up, taking in account findings and feedback from users of the old app and closely collaborating with stakeholders (CEO and clients).

I also functioned as Product Owner during the implementation of this design.

Pelleas: Hunting App

February 2014 – June 2014

This hunting app helps hunters find good spots in unknown territory and keeps track of shot wildlife on location and time aiding in wild life quota management.

I was asked to create the User Experience is wireframe and prototypes.

Qlinx: ongoing improvements

July 2013 – Juli 2014

At Qlinx was responsible for the production line of this SaaS-based platform. The platform is continuously changing and improving to stay ahead of the competition and to improve its current value proposition. I am challenged with the task to analyse and improve this proposed value as cost-efficiently as possible.

As product owner I make sure the team knows what vision they're working on and what value they're delivering each sprint.

As UX-Designer I made several optimisations to the user journeys within this application

BUDGETS

€20.000 – €2.000.000

PROJECT MANAGER / PRODUCT OWNER

INFO.NL – Amsterdam, the Netherlands

Juli 2014 – Februari 2015

As a Scrum specialized project manager I was responsible for an agile team with its development team abroad. The development team was based in Sofia, Bulgaria. This poses a challenge for the Scrum process. The team in the Netherlands consists of a User Experience designer, a Front-end developer, a service deskier and various freelancers.

Since the developmental heart is in Sofia we decided to place our Scrum Master there too. Therefore the Product Owner role was appointed to me. With most project this meant a Proxi Product Owner role, an intermediate role, translating the values of the client to the team.

Next to the challenge of distributed development and the proxi role this team is initiated by two companies, Info.nl and UP2. The latter being the near shoring agency. This obviously posed yet another challenge of sparring with two managements who rarely aligned with each other.

Nicely challenging and in a way the team was company of it's own.

PROJECTS

ASN Bank: Morgen Vandaag

Augustus 2014 – September 2014

Event website for the ASN Bank supporting their recurring event Morgen Vandaag. The Drupal based website gives an overview of coming, past and live events.

On this project I was acting as creative lead and project manager, which felt much like a digital producer role.

ASN Bank: Een Ander Rendement

July 2014 – October 2014

Campagnewebsite voor ASN Bankt waarin spaarders en beleggers bewust worden gemaakt over de duurzaamheid van hun geld. Onderdelen:

- Responsive website o.b.v. Bootstrap
- Beheerbare vragenlijst met aanpasbare scoring en touch-proof sliders
- Alle content te beheren door eindklant.

Amsterdam Creative Industries

September 2014 – October 2014

Website ontwikkeld o.b.v. Drupal voor Amsterdam Creative Industries, een samenwerkingsverband wat werkt vanuit labs aan maatschappelijke vraagstukken met een grote relevantie voor de industrie.

De Goudse Verzekeringen: Boris risico inventarisatie app

November 2014 – February 2015

Risk assessment mobile tablet app helping intermediars and their small business clients with their assessment process.

A proof of concept version was already created. My team was asked to create the app including a full backend integrations. The application ended in an automatically generated risk assessment report and a lead in the backend systems of de Goudse.

Scrum process with PO at the client en me as proxy product owner.

CLIENTS

- ASN Bank
- De Goudse Verzekeringen
- Freelance.nl
- Amsterdam Creative Industries
- Techniek Talent

BUDGETS

€20.000 – €1.500.000

UX DESIGNER & COMMERCIAL MANAGER & SCRUM MASTER

FUZE0 – Amsterdam, the Netherlands

January 2012 – Juli 2013

Fuzeo specialized in connecting real world experiences with the online realm. We were a creative RFID concepts agency that helps brands with connecting their real-world presence with social networks and back.

As Interaction Designer I assisted the Creative Lead with UX design. We created tons of great physical AND online combined experiences.

As commercial manager I was responsible for all future client contact. This suits me. I loved telling people what we did, and were about to do.

I can't help but to see projects through to the end. At Fuzeo I really developed my Scrum skills. My role as a digital and off-line producer came into scope. I really enjoy taking on projects and guiding our teams through the various phases of realization. At Fuzeo that meant starting with the client and their first idea, or problem. Then taking them along in the concept phase, showing them what is possible. When all is agreed upon (not to be underestimated) the agile production process can move forward, meaning that design and

development go hand in hand, delivering working products each iteration and evaluating these together with the team and client. While doing so, I kept a strict eye on budget and deadline, making sure everything went smoothly and all was delivered and implemented on-time. In the end it's the love that goes in to the projects that makes them so beautiful.

PROJECTS

Hyundai: Connected Booths

April 2011 – July 2013

Thanks to our touchPoints, Hyundai had the most Facebook "Liked" cars at the AutoRai 2011 in Amsterdam. By easily connecting a special RFID tag to their Facebook account, Hyundai visitors were able to instantly share their favourite Hyundai cars with their Facebook friends in an exciting and fun way.

After this first project proved (very) successful, we were asked to further develop and explore the possibilities of our crossworlds platform for Hyundai at their motorshows throughout Europe. This resulted in the implementation two very connected and interactive motorshow booths in Frankfurt and Geneva.

<https://www.youtube.com/watch?v=bkQJHjUD6rE>

Ice-World connected Ice

December 2012 – May 2013

IceLinked is our new ice-cold pearl. We formed a partnership with Ice World International to create the first interactive icetracks. Visitors can connect their skates to Facebook or email and experience a brand new ice skating concept.

<https://vimeo.com/182565192>

Heineken 007 Recruitment

February 2013 – March 2013

A secret mission in Victoria Station, London. We were asked to help Heineken and Wieden + Kennedy Amsterdam with their 'Crack the Case' campaign. Our mission was to recruit the absolute best secret agent as the world premier of the latest James Bond movie Skyfall is about to take place.

In the middle of the busy London station a very stern russian officer questioned the commuters in a MI6 pop-up recruitment office, to see if the locals have what it takes to be a secret agent. An interrogation, a lie detector test, a hand-eye coordination test and a photo in disguise where mocked up as a top-secret spy file and placed on the

participant's Facebook page.

<https://www.youtube.com/watch?v=XcuoObTBd5E>

CLIENTS

- Endemol
- Heineken
- Wieden & Kennedy
- Hyundai Europe
- Innocean Worldwide
- IceWorldMuseumN8 Den Haag (Museum voor communicatie)
- MuseumN8 Amsterdam (Stads Archief)
- Stadsschouwburg
- Fitzroy (Hyundai)

BUDGETS

€20.000 – €2.000.000

INTERACTION DESIGNER & CONCEPT DEVELOPER

SURPLACE – Amsterdam, the Netherlands

July 2011 – July 2013

A Dooping Spin-off.

Together with Jaques Koster we created an online media planning and tracking tool.

SurPlace is a service that offers advertisers an almost real-time insight in their communication benefits. It imports and processes marketing research values like KPI's, Online traffic, Print publications, Social Media data and buying behaviour.

CLIENTS

- Campofrio
- Old Amsterdam
- Maaslander
- Bolletje
- ANWB

INTERACTION DESIGNER & WEB DEVELOPER & SCRUM MASTER

DOOPING – Amsterdam, the Netherlands

January 2005 – December 2011

With Dooping I developed my fascination for creating living things. Creative Interactive Interfaces was our main focus. I was responsible for Interaction Design & Concepting. When the goals were set I also developed front & backend applications.

We were a company that focussed on creative concepts and specialized in taking the initial clients idea to the next level. This is where I developed my brainstorming and concepting skills.

I was the primary contact for clients. Listening to clients is a trade, not just to their words, but to their true question or problem. This often meant that they needed something different than what they're initially asking for. In my opinion problem solving often means finding the problem.

In the last years we started looking for new ways to manage our development process. We encountered Agile & Scrum. We developed and mastered ourselves in this process and ultimately found ourselves managing the development of a project with a fixed budget, but no clear end product. Even the concepting was agile! The result was great.

CLIENTS

- Fitzroy
- CCCP
- Koan
- Ajax (AEGON)
- Basic Orange
- Women Inc
- Claesens

BUDGETS

€20.000 – 300.000

EDUCATION

MASTER OF ARTS (M.A.), INTERACTIVE MULTIMEDIA

Hogeschool voor de Kunsten Utrecht (HKU)

2005-2006

BACHELOR OF ARTS (B.A.), INTERACTION DESIGN

Hogeschool voor de Kunsten Utrecht (HKU)

2001-2006

CERTIFICATES

COACHING IN EN ALS BEROEP

Brout

Mei 2019

PROFESSIONAL SCRUM PRODUCT OWNER (PSPO I)

Scrum.org

Mei 2016