

Sjors Timmer

User Experience Designer

07907 828 658
sjors@notura.com

Blog
Twitter
LinkedIn

I am a **User Experience designer** with a background in **interaction design** and **visual design**. I like to collect ways to understand the world, to make and organise things and to observe how people behave.

I have **five years experience** working for **agencies and start-ups**. I use a user-centred design process to turn complex problems into understandable, well working and good-looking applications that make a difference in everyday life.

I hold an **MA in Digital Media: Technology & Cultural Form** from Goldsmiths University of London and an **MA in Digital Media Design** from Utrecht School of the Arts.

I consider myself as a thinker/maker. I've organised Uxdo, a peer to peer workshop series to explore hands-on design methods, I've spoken at Leancamp, London IA and at University of Utrecht, and I write regularly.

Professional Experience

Sapient, Associate Information Architect, London, 02/2011 - present

Integrated marketing & technology firm.

- Executed design projects that were delivered within time and budget and exceeded clients' expectations
- Participated in requirement gathering, workshops
- Created user flows, site maps, wireframes and prototypes
- Clients: HSBC, Unilever, Barclays, Ladbrokes

Webjam, User Experience Architect/Senior Designer, London, 11/2008 - 10/2010

Webjam is a social intranet platform start-up. In my role as designer I was responsible for the design, usability and user experience of the platform.

- Developed strong knowledge of design for social networks, persuasion and user engagement
- Carried out requirement gathering and project scope managing
- Worked directly with developers, providing support, documentation and instructions
- Involved in setting up and running user tests and processing the results for site enhancements
- Worked in an Agile environment (we followed the Kanban method)
- Promoted user experience internally and externally

Touch Local, Senior Designer (Contract), London, 09/2008 - 10/2008

Touch local is a local search directory site. I worked within a small team on the next version of the Touch Local site.

- Design of the new Touch Local site, worked on personas, user stories, user flows, wireframes and visual design

The Group, Designer (Contract, Part-time), London, 02/2008 - 04/2008

Online corporate communication specialist. Worked on various design projects. Clients: Aviva, British Gas, Imperial Tobacco.

Zomoto, Senior Designer, Amsterdam, 05/2007 - 10/2007

Zomoto is an automotive marketplace startup. At Zomoto I was responsible for brand development, interaction and usability.

- Focused on faceted search, user experience and information architecture
- Communicated with technical parties and managed other designers
- Involved in user testing
- Website got a Top 5 nomination at the Dutch Usability Awards

Azarius, Senior Designer/Front-End coder (Part-time), Amsterdam, 12/2001 – 05/2007

Azarius is an e-commerce site. Responsible for delivering the best user experience by optimizing usability and interaction with the site and all other touch points.

- Concept, design, realisations and maintenance of several large e-commerce sites
- Front-end programmer for e-commerce templates
- Communicated with customers, clients and suppliers

Mediamatic, Designer (Internship), Amsterdam, 02/2005 – 08/2005

Interaction designer for Anymeta, a content management system.

- Clients: Videoletters, HVA/UVA

Education

MA in Digital Media: Technology & Cultural Form, Goldsmiths University of London, 09/2007 – 09/2008

Dissertation on the role of affective labour within social networks.

MA in Digital Media Design (EMMA), Utrecht School of the Arts, Hilversum, 09/2005 – 09/2006

Dissertation on online identity and reputation.

BA in Design and Technology, Utrecht School of the Arts, Utrecht, 09/2002 – 09/2006

Relevant Activities

2012: Presentation on Rem Koolhaas's design process at London IA

2011: Initiator of Uxdo, a series of peer to peer workshop events

2010: Initiator of Monbag.com - a site that enables multifaceted filtering of laptop bags

2010 & 2012: Co-organiser of UXcamp London – a one-day conference for 70 UX designers

2009: Invited lecture on Social Networks at the University of Utrecht

2008 – present: Active member of the London UX community, participating in events, meetups and book clubs

2006 – 2009: Contributing writer for The Next Web and Frankwatching

2007 – 2009: Initiator and editor of Shirtlog.com, weekly review of online t-shirt shops

- Experience with marketing, sales and PR, site became top 10 t-shirtblog
- Successfully sold the website after 18 months

2007 & 2008: Volunteer at the Next Web Conference

2007: Co-organiser Dutch web2.0 awards

Skills

Requirement gathering

Affinity sorting

Paper prototyping

Heuristic evaluations

Competitor review

Scenarios

User flows

Site maps

Wireframing (lo-fi/hi-fi)

Visual design

User testing

Presentation & reports

Prototyping

Web analytics

Tools

Omnigraffle, Illustrator, Balsamic, Axure and Indesign

Microsoft Office, Photoshop, Keynote

English and Dutch spoken and written fluently

Interests

Interested in the space between architecture and digital media. Collector of books related to the International Typographic style and mid-century modernism. Slowly working my way through classical Russian literature.