Sjors Timmer

Senior user experience designer

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I am a freelance user experience designer with over nine years experience in designing for e-commerce, finance, government, healthcare and social networks. I have worked with start-ups, agencies and companies.

I enjoy being part of a multidisciplinary team, working closely with colleagues and stakeholders to understand and define challenges and explore, test and build the best solutions that meet user needs and business goals.

In short: I make it easy for users to get things done (especially on mobile).

Experience

Possible, Lead UX Designer (contract), 6/2016 - 4/2017
Lead UX for redesign of Specsavers's online products and customer accounts
• Analysed users and data to uncover top tasks for most valuable customers
• Created and tested prototypes to accomplish top tasks faster and simpler
• Worked closely with designers and developers to implement solutions

Zopa, Lead UX Designer (contract), 3/2016 - 5/2016
Lead rapid, iterative design process for new product and ISA launch
• Created and tested prototypes with users
• Lead usability test analysis sessions workshops with product team

Farfetch, Senior UX Designer (contract), 10/2015 - 2/2016
Optimised e-commerce details for fast growing luxury fashion e-commerce site
• Designed search, filtering and product page optimisation for desktop and mobile
• Task optimisation for order processing tool

Soapbox, Lead UX/IA Designer (contract), 7/2015 - 10/2015
Site redesign for LSE Cities Urban Age
• Co-created content strategy based on content audit and user interviews
• Produced information architecture for the content management system

Zopa, Lead UX Designer (contract), 1/2015 - 6/2015
Lead redesign of loan application form (processing more than £700 million yearly)
• Scoped, planned and communicated design work
• Set-up, recruited for and ran series of usability tests and interviews
• Created system maps, prototypes, personas and scenarios

Ministry of Justice, Interaction Designer (contract), 9/2013 - 11/2014
• Created service and experience maps and personas
• Created and iterated on interactive prototypes for desktop and mobile

Digitas Health, UX Designer (contract), 1/2013 - 8/2013
• UX work for a healthcare practitioners' portal for AstraZeneca

Lab49, Associate Experience Architect, London, 08/2012 - 11/2012
• UX work for a trading platform for a large financial institution

Sapient, Associate Information Architect, 02/2011 – 08/2012
• UX work for clients such as HSBC, Unilever, Barclays and EE

Experience continued

Various companies, various design roles, 12/2001 - 11/2011
Webjam, 11/2008 - 10/2010, **Touch Local**, 09/2008 - 10/2008, **Zomoto,** Amsterdam**,** 05/2007 - 10/2007, **Azarius (part-time),** Amsterdam, 12/2001 – 05/2007, **Mediamatic (internship),** Amsterdam, 02/2005 – 08/2005

Education

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

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

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

Activities

2016: Workshop on form design at UX Bristol
2016-ongoing: Mentor for UXPA
2015: Workshop on form design at UX Cambridge and Mobile UX London
2015: Article 'Hermeneutics for Designers' published on UX Booth
2015-ongoing: Co-organiser Design History Reading Club
2014: Workshop on form design at General Assembly London
2014: UX Brighton: invited presentation on hermeneutics and design
2014: IXdA London: presentation on speculative design and the future of cities
2013: EuroIA: presentation on time as a design material
2013: Participant in Urban IxD summer school, a week long seminar/workshop on the future of cities and digital technology

Skills and deliverables

Working within Agile projects	Service maps	Sketching
User research	Experience maps	Wireframe documents
Planning design work	Site maps	Prototyping
Presentations and reports	Personas	UI design
Leading workshops	Scenarios	Responsive design

Tools

Prototyping: InVision, Axure, Sketch App, HTML/CSS, Omnigraffle, Indesign
Testing: UserTesting.com, WhatUsersDo, Silverback, Optimal Workshop
Software suites: Confluence, Microsoft Office, Google Apps, Adobe CS
Communicating: Jira, Trello, Pivotal Tracker, Github

Interests

To broaden digital design, to connect it with psychology, philosophy and architecture. To practise, explore and teach great design.