ONNO WILLEMS
UX DESIGNER

BIO

Experienced in UI creation in the broadest sense since 1995. I worked in different domains (industry, public domain, healthcare, logistics) and roles, from front-end developer to team lead to UX designer.

UX wise, my experience is mostly in Interaction Design (IxD), product design, and information architecture (IA) and some UI design.

EDUCATION

main education:
Technical Computer Engineering - HTS-TCK, Fontys Eindhoven

trainings followed:
- UI Design (Erik D. Kennedy)
- Interaction Design (Competence Factory)
- Axure RP (Competence Factory)
- UX Basic Training (Nielsen Norman Group)
- The One-Person UX Team Toolbox (Nielsen Norman Group)
- The Human Mind and Usability (Nielsen Norman Group)
- Journey Mapping to Understand Customer Needs (Nielsen Norman Group)
- Usability Testing (Nielsen Norman Group)
- User Interface Principles Every Designer Must Know (Nielsen Norman Group)
- Wireframing and Prototyping (Nielsen Norman Group)
- Basisveiligheid VCA (Safety, Health and Environment Checklist Contractors)
- HTML5 (The Academy)
- Creating User Experiences: Fundamental UI Design Principles (Online, Billy Hollis)
- Microsoft Certified Technology Specialist certified:
    » Microsoft .NET Framework, Windows Presentation Foundation (WPF 70-502)
    » Microsoft .NET Framework, Application Development Foundation (ADF 70-536)
- Windows Presentation Foundation (Twice)
- Personal Entrepreneurship (Performance Company)
- GUI, web design, psychology and human efficiency (Leonard Verhoef)
- Advanced .NET (Platform and C#, BVO, Mark Farragher)
- Consult & decision-making (Schouten & Nelissen)
- Object Oriented modelling with UML
- UML Upgrade 1.0-2.0 (ICT, Marco Peters)
- OO Thinking (ICT, Eric Damhuis)
- Java Workshop (ICT)

trainer:
UI Design Principles

MY EXPERIENCED WEIGHED TO EACH OTHER

Interaction Design and Prototyping	●●●●●
UX process setup, evangelism	●●●●○
UI design	●●●○○
User interviews, observations, user testing	●●○○○
Design tools (Figma, Axure, Adobe XD, Balsamiq, Blend)	●●●●●
UI Development	●●●●○

CONTACT

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📍 Helmond –
The Netherlands

UX SKILLS

Figma	Adobe XD
Axure	Balsamiq
Storybook	Blend

Personas
Competitive Analysis
User interviews
Customer Journey Maps
Interaction Design
Wireframes
Low & High-Fidelity mockups
Interactive prototypes
Visual Design
Style guides
Design systems
Branding
UX Writing

CODING SKILLS

HTML	CSS/SASS
Angular	RxJs
Java/TypeScript	NgRx
C# / MVVM	WPF
WinForms	MFC
C and C++	Java
VB.NET	VBA

Visual Studio	Git
VS Code	NPM
Yarn	

PROCESS

UCD	Design Thinking
Agile	Scrum/Kanban

LANGUAGES

Dutch	(Native)
English	(Fluent)
Italian	(Un po')

SUMMARY OF WORK EXPERIENCE

UX / CX designer
Jul 2022 – present

Bosch Rexroth → ctrlX FLOW Digital Tool Chain
Defining a tool suite for the entire customer journey from ordering a high-speed factory conveyance system to configuring and commissioning it. Worked solely as UX/CX'er, defining customer journeys, personas, user stories, information architecture and UI designs of the tools.

Front-end developer, Interaction designer
Jan 2019 – Jun 2022

Vanderlande → VIBES-UX Baggage Control Room GUI
Developing the next generation of baggage handling user interface, using web technology (Angular/RxJS) and focusing on UX. Did development and lots of interaction design.

Front-end developer, Interaction designer
Aug 2011 – Dec 2018

Vanderlande → VIBES Baggage Control Room GUI
Creating a user interface for airport baggage handling systems, using WPF with MVVM and C# in .NET. Being a UX advocate, introduction of User Centered Design, prototyping and training people.

Front-end developer
Jan 2011 – Jun 2011

Philips Healthcare (iXR Innovation) → UI Prototyping
Building fully functioning UI prototypes for the next generation Cardio/Vascular X-ray systems so new UI concepts could be evaluated by key customers (selected surgeons).

Application developer
Apr 2005 – Dec 2010

Philips Healthcare (iXR IVVR) → Test Automation Framework (TAF)
Creating a GUI application that supports system testers of Cardio/Vascular X-ray systems with creating, running tests, and analyzing results. By focusing on ease of use, the target group was persuaded to shift manual testing to automate testing.

Web designer, Application developer, Co-owner
May 2003 – Jun 2007

GERONNO Models & Promotions → Corporate web site & application
o   Creating a corporate website; UI design, implementation and UX writing.
o   Setting up and maintaining a database for contact management, billing, etc. Strong focus on the user interface part to optimize the workflow within the company.

Software developer
May 2003 – Mar 2005

ICT Embedded → RSDS / Custodian
Creating software for remote service and asset management of machines that can be located anywhere in the world and can be accessed via a central back-office application.

Web designer, Software developer
Apr 2002 – Apr 2003

Vanderlande → Web Interface for the Bagtrax Area Server
Creating a web interface for an embedded controller used in airport baggage handling systems and extending the software of the controller.

Web designer
Sept 2001 – Mar 2002

Freelance model → Portfolio web site
Creating a portfolio web site for a freelance fashion model.

UX designer
Apr 2001 – Jul 2001

Assembléon → GUI Requirements for Accuracy Model & Budget project
User analysis, gathering requirements, creating user stories and creating designs for a GUI for an accuracy mathematical model.

Front-end developer
Aug 2000 – Apr 2001

Océ Technologies → Print Logic
Extending Print Logic; a desktop application for monitoring and controlling print jobs on copiers.

Front-end developer
Mar 1999 – Jul 2000

ASML → Twinscan Test Software
Creating Test Software for ASML Wafer Steppers (Motif based UIs for Calibration & Performance of a machine). Participated in the GUI knowledge exchange team.

Software developer
Aug 1998 – Feb 1999

RIVM → CLEAN
- o Analyzing & optimizing the software development process used on a department of the RIVM.
- o Extending mathematical simulation software (C++).

GUI Team lead
Aug 1996 – Jul 1998

Vanderlande Industries → Graphical User Interface for FSC
- o Investigating operator behavior to optimize workflow for the FSC controller.
- o Investigating a new graphical environment (called 'Photon') for the real-time OS.
- o Building an entirely new graphical user interface for the FSC product.

Software developer
Sept 1995 – Jul 1996

Vanderlande Industries → Flow Systems Controller (FSC)
Extending FSC; generic control software used to control conveyor systems for parcel sorting (C, Real-time).

Despite this not being a 1-pager, this is the short version 🙂.
Contact me if you want a full resume, or better, let's have a chat!