



# Franklin Widjaja



## User Experience Research/Design

### PROFILE

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Freelance UX Designer/Researcher with a strong background in psychology: the user and usability are central. Analytical, curious, and able to peek into the user's mind. Figuring out the user's mindset is key to an optimal design.

Location: Den Haag  
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Phone: 06 13251275  
Portfolio: [www.wiird.weebly.com](http://www.wiird.weebly.com)

### WORK EXPERIENCE

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#### Teaching Multimedia Design

LOI

Oct 2017 - current

#### Compose learning material and examination

*Guiding and examining students of Communication & Multimedia design. Co-responsible for the learning material of the study modules.*

#### Interaction Design

Tinqwise

Jul 2017 - Sep 2017

#### Training Application for Banking Employees

*Interactive application that trains banking employees in how to handle specific working situations. Developed with Articulate Storyline.*

#### User Experience Research & Design

European Patent Office

Apr 2016 - May 2017

#### Wireframes for Patent Research

*Intensive communication with patent researchers and other members, to retrieve the user requirements. These were used to develop a complex patent research tool.*

#### User Experience Research & Design

Typify

Jun 2015 - Dec 2015

#### Interactive and Visual Design for Mockup Tool

*Interactive, responsive design for a webapplication with which mockups are created. Developed with Axure and Adobe CC.*

#### User Experience Research

Mitene Internet

Feb 2013 - Dec 2014

#### Usability Research of Web Applications

*User logs and feedback were used to evaluate and report on the usability of web applications. Also visual designs for a mobile organizer app, created with Adobe CC.*

#### Interaction Design

V-Step

Nov 2011 - May 2012

#### Evaluation Tool for Firefighter Instructors

*The design of this interactive tool was based on the interviews with the instructors. The instructors used the application to note the results of a firefighting training.*

#### User Research

Merge Media

Mar 2008 - Oct 2008

#### User Research of Online Consumers

*Research with online consumers. They were instructed to buy online products and were interviewed on their motivations for buying a specific product.*

## EDUCATION

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**Universiteit van Amsterdam**

2011 – 2012

MSc: Human Centered Multimedia

**Universiteit Leiden**

2007 – 2009

MSc: Applied Cognitive Psychology

**Universiteit Leiden**

2001 – 2003 / 2005 – 2007

BSc: Psychology

**Aloysius College**

1994 – 2000

VWO

## OTHER EDUCATION

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**National Taiwan Normal University**

2007 – 2007

Mandarin Language study in Taipei

**Universiteit Leiden**

2003 – 2008

Language and Cultures of Japan

**Universiteit Leiden**

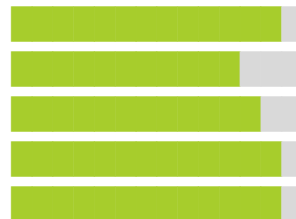
2002 – 2006

Language and Cultures of China (Mandarin)

## SKILLS

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User Centered Design



Visual Design



Prototyping/wireframes



Usability



User Requirements Analysis



Scrum/Agile



Adobe CC, Axure, Invision



Customer Journey/branding



HTML/CSS



Nederlands, English



## INTERESTS

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I am a curious being with a great interest in science: astronomy, human computer interaction, new technologies and space exploration. I enjoy reading about these topics, and occasionally I write an article for the newspaper *Asian News*. Naturally I am also a huge science fiction enthusiast and I regularly look for new stories, books and movies that sparkle the imagination.

I enjoy mental stimulation, so I am crazy about puzzles and riddles. This means that I often play board games, video games and in a creative mood I also mod games. Furthermore I am quite curious about other cultures. I have visited about 50 countries across the globe.