Franklin Wii

User Experience Research/Design

PROFILE

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. To me, figuring out the user's mindset is key to an optimal fitting design.

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WORK EXPERIENCE

Multimedia Design& Research Evaluation
LOI
Oct 2017 – current

Evaluating design and research
Design/research improvements of the E-learning platform, with which students and teachers work. Also guiding of students and writingof learning material.

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
Jan 2016 – Jun 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 – Apr 2015

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

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

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

User Centered Design	Scrum/Agile
Visual Design	Adobe CC, Axure, Invision
Prototyping/wireframes	Customer Journey/branding
Usability	HTML/CSS
User Requirements Analysis	Nederlands, English

INTERESTS

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.