



Wouter Walmink

Interaction design with an investigative and entrepreneurial spirit

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"Wouter would be the most crucial person for the success of all the teams we've been part of."

— Tina Egolf, Senior Product Manager at Podio

PROFILE

- 8 years of experience in the design, implementation and management of digital products for web, mobile and desktop
- Independent, yet strong team player, sensitive to user and business needs
- Part entrepreneur, part researcher, part artist, part geek
- Autodidact and fast learner who bridges fields to find optimal solutions
- Colleagues describe me as lucid, curious, empathic, and humorous

WORK EXPERIENCE

Podio, Citrix

2014 – 2015

Business process management and collaboration software

Senior UI/UX designer

Fostered a prototyping culture in the design team and multi-disciplinary collaboration. Undertook user research and testing, product strategy and assisted frontend implementation. Took on extra responsibilities when early employees left: engagement with beta users, support on feature requests, product management and advocacy for structural product improvements.

Results

- Redesigned core parts to simplify product while expanding functionality
- Contributed to the success of over a dozen projects
- Defined product direction and approach for 2016

Zoowm

2012 – 2013

a software startup creating a new window management paradigm

Interaction designer, co-founder

Developed new interaction techniques for managing windows on infinite canvas.

Formalized interaction techniques—in collaboration with lawyers—for a US patent application and responsible for creating all accompanying visual material.

Results

- Public beta launched in December 2013
- Patent awarded

Wanderlands

2012 – 2013

indie game company developing innovative puzzle games

Interface designer, independent contractor

Part of the development team of Stickets, a minimalist iOS puzzle game. Sole interface designer responsible for visual style, color themes, tutorials and animations.

Designed and implemented mobile-optimized product website.

Results

- Very well-received by critics (avg. 87%) and users (4.5/5)
- Listed by The New Yorker among 'the most elegant iPhone games of 2013'
- 8,000+ paid downloads in 6 months with no marketing budget

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WORK EXPERIENCE (CONTINUED)

studio:ludens

2007 – present
design studio creating
mass-customization
services and products

Founder, co-director

Shared most responsibilities of running the business with co-founder.

Learned firsthand how design and business can complement, and how they do not. Worked with over 20 clients, ranging from local to multi-national. Developed programming, communication and visual design skills to a professional standard.

Results

- Designed and developed over a dozen online design tools
- Worked with international clients, including Philips, Shapeways and Droog
- To date sold over 2,000 licenses of self-released pattern-making software, 150k users of online free version

Exertion Games Lab, RMIT University

2011 – 2012
research lab exploring
the interplay between
physical exercise,
technology and play

HCI researcher, visiting research fellow

Contributed to six research projects in nine months, three as project leader.

Taught honour students about design and prototyping. Acquired new user study and interview skills to improve my ability to test and motivate design choices.

Results

- Five publications in top tier conferences (ACM SIGCHI, TEI)
- Work featured in various media (Australian national TV & radio, Core77, Gizmodo)

freelance

2008 – 2010

Photographer

Self-taught photographer and post-production editor. Worked for private and corporate clients on subjects ranging from product, interior, portrait, documentary and wedding.

EDUCATION

CIID

2013

Interaction Design Programme

Master-level programme at Copenhagen Institute of Interaction Design, *honours*

Programme aims for students, faculty and staff to work together in a multicultural, multidisciplinary studio environment to create a new kind of education that is relevant for academia and industry. Courses taught by a.o. Bill Verplank and Matt Cottam, designers from IDEO, Method, MIT Media Lab and clients included Orange and LEGO.

Rogilla B.V.

2009

Business coaching

Individual entrepreneurial development

TU/e

2008

Masterclass Entrepreneurship

Technical University of Eindhoven, Faculty of Technology Management

TU/e

2002 – 2006

Bachelor of Science in Industrial Design

Technical University of Eindhoven, Faculty of Industrial Design

Since 2001, the faculty of Industrial Design educates designers to develop intelligent products, systems and services, bridging technology, user research and design.

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AWARDS

- 2013 **IxDA Interaction Awards**
(1x finalist, 1x short-listed)
- 2012 **Nokia Ubimedia Mindtrek Awards**
3rd place
- 2012 **Spark Awards**
bronze in 'Concept'
- 2010 **(Un)limited Design Contest**
winner in category Fusion

OTHER ACHIEVEMENTS

- 2012 **Associate Chair** and meta-reviewer at ACM SIGCHI
- 2011 At **Victoria & Albert museum**, Digital Programmes team uses my company's design tool Repper for visitor events
- 2011 Exhibiting three furniture design tools at **Milan Furniture Fair** together with Dutch design company **Droog**

SKILLS

Interaction design

User research: interviews, personas, user observation and testing (low/high fidelity)
Prototyping hard/software
Service design: user journeys, service blueprints
Brainstorming methods

Business

Business strategy
Product development
Marketing & promotion
Customer service
Client communication

Interface design

Flow diagrams
Wireframing
Information architecture
Accessibility
Responsive design
Graphic design
Typography

Software development

Prototyping in HTML, JS, Java, C#
Production in CSS and AS3
Application of OOP, design patterns, version control

Tools

Adobe Creative Suite
Sketch, Framer JS, Keynote
GitHub, VirtualBox
Sublime Text, CodeKit, Eclipse
Processing, Arduino IDE
MacOSX, MS Office, iWork

LANGUAGES

Dutch – native
English – fluent
Danish – basic

RECENT PUBLICATIONS

- 2014 Displaying Heart Rate Data on a Bicycle Helmet to Support Social Exertion Experiences
TEI, long paper (first author)
- 2013 Lumahelm: an Interactive Helmet
ACM SIGCHI, short paper (first author)
- 2013 UnoJoy!: a Library for Rapid Video Game Prototyping Using Arduino
ACM SIGCHI, short paper (co-author)

MEDIA COVERAGE

- 2013 Unanimously positive reviews for our iPhone game Stickets, among others in **Der Spiegel** and **Edge Magazine**. Listed among the best mobile games of 2013 by **The New Yorker**, **MacLife**, **MetaCritic** and **CNet Australia**.
- 2012 Research project Lumahelm featured in newspapers **Sydney Morning Herald** and **The Independent**, online by **Core77** and **Gizmodo**. Featured on Australian national radio and TV.

PERSONAL

I have been living in Copenhagen with my wife for three years, enjoying the discovery of its culture, events and food. In my spare time I design and develop mobile game concepts, play devil's advocate in discussions, and try to stay away from *kanelsnegle* to avoid the risk over overconsumption. I played bass guitar in various bands in the Netherlands for over ten years and hope to pick it up again in Copenhagen.