

Dirk de Wit

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Objective

To obtain a position where I can effectively utilize my user-centered research & design and product owner experience, as well as my knowledge in software development and my ability to work well with people to create accessible and useful products that make impact on the world.

Work Experience

UX Design Consultant – Accenture Interactive, December 2017 – Present

- As area Product Owner of front-end scrum teams in the Netherlands and Poland I was in the lead of the redesign and architecture of a new user interface of a tv-receiver (Set Top Box) of a large Dutch telecommunication company. The new UI that I designed and user tested is live on 3.4 million Set Top Boxes in the Netherlands (approx. 2 million Dutch households). The new way of working empowered the team to go from quarterly releases to weekly releases to our end-users.
- Shaping the digital transformation of appointment bookings within a global eCommerce platform of a large optician company.
- User Research lead within the Build.Experience team at Accenture Interactive.
- Co-owning the business development and sales track at Accenture Interactive Amsterdam for Customer Experience Management opportunities partnering with SAP Qualtrics.

UX Design Analyst – Accenture Interactive, May 2015 – December 2017

- As part of a new business initiative within a large Dutch telecom company, I shaped the online eCommerce experience of a new IoT service.
- Designed a new internal KX system for a large oil and gas company in the Netherlands. This KX system won 3 internal global awards for the best innovation of that year.
- Functional Design of an over the top stand-alone TV Mobile app (iOS and Android), which was a new innovation that challenged the current TV market.
- Redesigned, user tested, and validated the user interface of an IPTV Set Top Box that will be eventually rolled out on 3.4 million STBs.

UX Designer / Developer – Dual Inventive, August 2014 – April 2015

- As the only UX professional in the company I implemented a UX way of working comprising of wireframing, interactive prototyping, usability heuristic evaluations and usability tests.
- Ideated, designed, user tested and also co-developed a new back office tool used by big clients such as BAM Rail, ProRail, and Strukton Rail.

Education

M.Sc. Human Technology Interaction, University of Technology Eindhoven, August 2011 - January 2015

Courses: Advanced Cognition, Statistics, Calculus, Perception, Embedded and Embodied Computing, Interactive Virtual Reality, Research Methods, Advanced Data Analysis.

Master Information Management and Systems, University of California Berkeley, August 2013 - December 2013

Courses: Tangible UI, UI Design & Development, Natural Language Processing, and ICT & Development.

B.ICT. Information Technology, University of Applied Sciences 's-Hertogenbosch, September 2007 - July 2011

Courses: Game Design, Media Design, C#, Java, PHP, UML, Software Architecture.

Skills

Research:	User testing, Wizard of Oz testing, Focus Groups, Interviews, Contextual Inquiries
Design:	Rapid Prototyping, Interaction Design, Wireframing, Sketching, Web Design
Scrum:	Prioritization, scrum ceremonies, user stories, stakeholder management
Coding:	HTML5, CSS3, JavaScript, LESS/SCSS, Angular, Java, C#, PHP, Python, MySQL, node JS
Data Analysis & Viz:	Matlab R2013b, SPSS 22, WinSteps, matplotlib (Python), d3.js, Tableau, Splunk
Tools:	Sketch, Figma, Axure, Adobe Creative Suite, Adobe Magento2

Awards and Achievements

Winner, Tech2Market Innovation Challenge, Berkeley Haas School of Business, Orange, Qualcomm, May 2014
Winner, >Play Hackathon, Berkeley Haas School of Business, Visa, Go Daddy, October 2013

Certifications

- Qualtrics CX Expert, SAP Qualtrics, Issued July 2019 – No Expiration Date
- UX Certified – UX Management, Nielson Norman Group, Issued Nov 2017 – No Expiration Date, ID: 1019618
- Professional Scrum Product Owner I (PSPO I), Scrum.org, Issued Apr 2016 – No Expiration Date, ID: 179723