

Personalia

Name:	Bart van Lieshout
Email:	info@true-b-art.com
Phone:	+316 21528893
Date of birth:	13 juni 1987
Address:	Saxofoonstraat 62, 5702KD Helmond
Nationality:	Dutch
Marital status :	unmarried
Drivers license	A & B

Personal profile

I am a passionate UX Designer having fully mastered all aspects of UX design. When designing interaction between human and technology the user experience is central. Hence, I consider user centred design as a matter of course.

I like to work on complex projects where I can be the link between the business, ICT and the end user. I prefer to get involved in the entire process, from research to concept, prototyping and development. This of course with an agile process. During the entire process I keep monitor the quality closely.

I am a pro-active and enthusiastic hard worker with a good sense of humor.



Expertise



UX Design
+8 year experience



Front-end dev.
+8 year experience



Management
+/- 6 year experience



Online marketing
+/- 4 year experience

Further experience

- ✓ Interaction Design
 - ✓ Art Direction
 - ✓ Visual Design
 - ✓ User Research
 - ✓ Usability
 - ✓ Prototyping
 - ✓ Infographics
 - ✓ Persuasive Design
 - ✓ Interface Design
 - ✓ Customer Journeys
 - ✓ HTML
 - ✓ CSS
 - ✓ JS (icl. JQuery Angular etc)
 - ✓ Motion Graphics
 - ✓ Internet of things
 - ✓ Analytics
 - ✓ Conversion Optimisation
 - ✓ SEO
 - ✓ Display
 - ✓ Branding
 - ✓ Sitecore
-

Languages



Education



Fonty's Eindhoven
ICT Media Design

2007 - 2011 | Successfully completed



Grafisch Lyceum Eindhoven
Multimedia design level 4

2003 - 2007 | Successfully completed



Grafisch Lyceum Eindhoven
Vmbo - Design & Multimedia

1999 - 2003 | Successfully completed

Internships

True-b-art (internship in my own company)

Interaction Designer / Owner

2010 - 2011 / 6 months

I graduated within my own company. Commissioned by EYO, I have developed a calendar system. I have divided the path of this project into several phases of which research was the most important phase. I then processed all results in the application.

Everest

Interaction Designer / Developer

2009 - 2009 / 6 months

During my internship at Everest, I was responsible for the design and development of the new website of Everest and its associated brands. It was important that all sites could be managed using one CMS system that was able to share content across various websites.

Twisted

Graphic Designer

2007 - 2007 / 6 months

During the internship at twisted, I was responsible for developing an online game for the municipality of Eindhoven. Also, I carried out various activities for other external parties (e.g. Philips).

Network

Graphic Designer

2007 - 2007 / 6 months

During my internship at Network, I was responsible for developing a 3D application which made it possible to look in and around a house. Furthermore, the user had to be able to adapt the house to his personal wishes.

Work Experience

Van Gansewinkel **UX Designer**

2015 - present

Within Van Gansewinkel I am responsible for the program called e-Strategy. This program consists of developing a new website and platform where customers can manage their own waste affairs. In addition, customers can view reports in which the sustainability of the business is identified. Also, I have worked on several apps (e.g. EcoSmart).

Essent **Lead UX Designer**

2015 - 2015 / 6 months

At Essent I was responsible for setting up a UX lab, capturing design guidelines, design principles, and style guides for all brands within Essent. Also, I worked on several (Website) optimizations and applications where we used an agile way of working.

Energiedirect.nl **Interaction Designer**

2013 - 2015 / 2,5 year

At Energiedirect.nl I was responsible for setting up a brand new website and a platform where clients were able to manage their energy affairs. We looked at the user, the technology (including the technology within Essent) and the business needs. Moreover, I was responsible for, among others, the designing and developing of (reusable) landing pages, display campaigns, retention campaigns and partner campaigns. Within these projects we continuously monitored the conversion and tried to improve it. Also, I worked on a mass media brand campaign which was rolled out in 2013 (on TV, radio and the internet).

True-b-art

Interaction Designer / Owner

2008 - 2014 / 6 year

Within True b-art I was responsible for everything that happened in the company. True-b-art was primarily focused on interactive media. Think about (campaign) sites, online games, widgets, front-end development, e-learning programs, etc. Within True b-art, I have done projects for Saatchi & Saatchi, The visionary group, Babette van Veen, Philips and the Rabobank.

Also, I developed a platform where I was able to quickly create an interactive magazine for different companies.

Everest

Interaction / Motion Designer

2009 - 2009 / 6 months

At Everest I mainly worked on an animation in which the software Aquima was explained. In addition, I was responsible for the continuous development of the websites which I had made during my internship at Everest.

Twisted

Interaction Designer

2007 - 2007 / 6 months

At Twisted I was responsible for a number of projects including a campaign for Philips AMBX, Philips & Swarovski earphones, Bluetooth headphones Philips, and Philips Healthcare. Also, I made animations for different companies (e.g. Freo and Heras).