

# BART GEELEN UX DESIGN & ILLUSTRATION



Rotterdam, Netherlands



(+31) 612806635



info@bartgeelen.com



22-10-1986, Netherlands



www.bartgeelen.com



www.linkedin.com/in/bartgeelen



www.flickr.com/bartgeelen

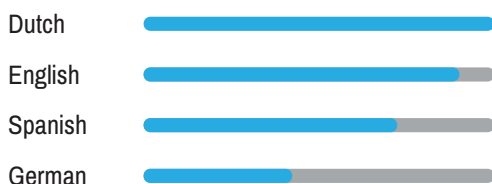
## EDUCATION

- 2014 - present **User System Interaction (PD.Eng)**  
*University of Technology Eindhoven, Netherlands*
- 2013 - 2014 **Interdisciplinary Printmaking (Postgraduate)**  
*Academy of Fine Arts Wroclaw, Poland*  
Major: **Serigraphy and Digital Print.**
- 2012 - 2013 **Psychology (M.Sc)**  
*Utrecht University, Netherlands*  
Major: **Applied Cognitive Psychology.**  
The program involves optimisation of information transmission, based on knowledge about the human perception
- 2012 - 2013 **Art School (preparatory program)**  
*University of the Arts Utrecht, Netherlands*  
Major: **Illustration.**
- 2008 - 2012 **Psychology (B.Sc)**  
*Utrecht University, Netherlands*  
Major: **Social Psychology.**

## PUBLICATIONS

Geelen, B. P., & Wertheim, A. H. (2015). The prevalence effect in lateral masking and its relevance for visual search. *Experimental brain research*, 233(4), 1119-1124.

## LANGUAGES



## INTERESTS



Music



Travelling



Arthouse;  
Animation



Snowboarding



Concerts;  
Festivals

## WORK EXPERIENCE

- 10/2014 - present **User Experience Designer**  
*University of Technology Eindhoven, Netherlands*  
Solving complex problems with user-centered technological design. Applying a wide range of design and research methods, working in multidisciplinary and multicultural teams. Clients: Philips, KBC, VHP Human Performance, Shosho
- 2014 - present **Freelance Illustrator**  
Illustration and design: commissioned work and autonomous projects.
- 3/2013 - 11/2013 **Researcher**  
*Hottraffic B.V. and MeMo2, Amsterdam, Netherlands*  
Follow-up study on the results obtained during my internship about the influence of various factors on online banner ad recognition.
- 11/2012 - 2/2013 **Graduation internship**  
*Hottraffic B.V., Amsterdam, Netherlands*  
Research on online banner ad effectiveness.

## METHODS

affinity diagrams | contextual inquiries | semi-structured interviews | wireframes | storyboards | flowcharts | task analysis | task models | heuristic evaluation | thinking aloud method | card sorting | A/B testing | eye-tracking | low fidelity prototypes | high fidelity prototypes | persona's | scenarios

## TOOLS

