



Resume of Wendy Steffens

Passionate about designing the best user experiences

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Experience

Fabrique

Nov 2016 - current

User experience & interface design | Strategic design agency

For clients of Fabrique I use design to create an impact. That sometimes means designing experiences and interfaces, but also using design as a tool to solve problems and improve companies to better serve their customers. The clients that I worked for that you may know of include Boutiques de Musées, Dutch lottery, HEMA and Reinier de Graaf hospital.

Manc.hu

2015 - 2017 (freelance)

User experience & interface design | Research tool to study Manchu

Manc.hu is the place to study original Manchu. One of the most important questions for this project: "How do you activate and support researchers and learners of an almost dead language?"

百度 Baidu

Dec 2015 - Aug 2016

User experience & interface design | Beijing, China

At 百度 Baidu I was responsible for the interaction design for an education and certification platform for Chinese interface designers and user researchers. Designing for the Chinese market, which is so different than I was used to, was a great learning experience.

ING Bank

May 2013 - Aug 2015

User experience & interface design | Mobile banking and innovation

At ING I was responsible for the user experience of the ING mobile banking apps. I designed the native experiences for iOS, Android and Windows, for both phone, tablet and wearable devices.

Education

Sep 2009 - Feb 2013

Bachelor of ICT in Communications and Multimedia Design at HAN University of Applied Sciences in Arnhem, The Netherlands

During this degree I focused on human-computer interaction within the wider field of digital interactive applications. My graduation project was for the ING customer experience center in which I researched how to support the conversation between banking advisors and potential Private banking clients.

Sep 2008 - July 2009

Propaedeutic exam Media and Entertainment Management at INHOLLAND University of Applied Sciences in Haarlem, The Netherlands

During the first year of this bachelor program I found my passion for creating digital interactive experiences. I decided to switch studies after completing the propeadeutic exam.

Aug 2002 - July 2008

Higher general secondary education (HAVO) at 'Het Assink Lyceum' in Haaksbergen

Other

Talk @ HCI 2016

Toronto, Canada

Cultural differences in design and design education in China

As a UX designer at Baidu I delved into the heart of digital design in China. I talked about cultural differences in digital design and design education in China.

Usability awards

The Netherlands

Usability awards for ING's Mobile banking apps

iCulture Award 2015 - Best Financial app #1, iCulture Award 2015 - Best Dutch app #1, NUtech award 2014 - Best Dutch app, Web Service Scan WUA! - #1, iCulture Award 2014 - Best Dutch app #2, iCulture Award 2013 - Best Dutch app #1

View my work on

www.wendysteffens.nl