

BART GEELEN | UX DESIGNER & RESEARCHER



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EDUCATION

- 2014 - 2016 **User System Interaction (PD.Eng)**
University of Technology Eindhoven, Netherlands
- 2013 - 2014 **Interdisciplinary Printmaking (Postgraduate)**
Academy of Fine Arts Wrocław, 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.

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.
- 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.

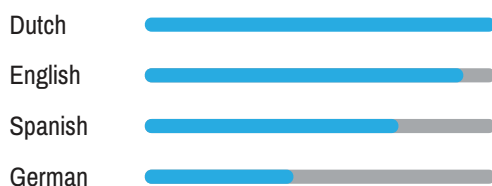
PUBLICATIONS

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.

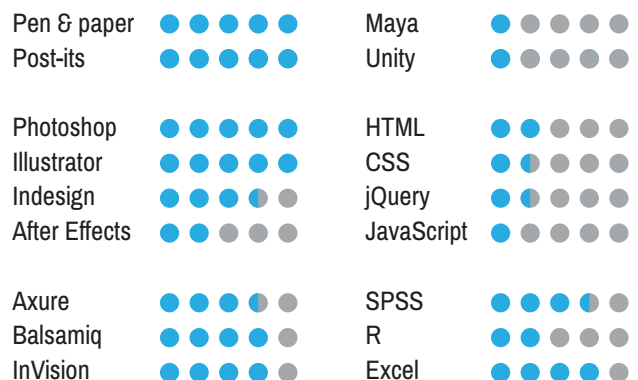
METHODS

affinity diagrams | contextual inquiry | semi-structured interviews | wireframes | storyboards | flowcharts | task analysis | task models | heuristic evaluation | thinking aloud method | card sorting | A/B testing | eye-tracking | prototyping | personas | scenarios

LANGUAGES



TOOLS



INTERESTS



Music



Travelling



Arthouse;
Animation



Snowboarding



Concerts;
Festivals