



Resume of Wendy Steffens

Passionate about designing the best user experiences

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Experience

MANC.HU

2015 - on going

User experience & interface design | Research tool to study Manchu

For Manc.hu I am responsible for the overall user experience, usability and interface design of the application. Manc.hu is the place to study original Manchu. One of the most important questions to solve is: "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 and visual design for a design education and certification platform for Chinese interface designers and user researchers. Designing for the Chinese market and designing for users so different from Western users brought me many new insights and a fresh view on the world.

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 the three big platforms (iOS, Android and Windows) for both phone, tablet and wearable devices. During the 2,5 years I worked in this team I worked on many different projects while shaping the future of digital banking.

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. I did my internship at Check-IT in 厦门 Xiamen, China for 6 months. For my graduation project I researched how to support the conversation between banker and potential Private banking clients and designed an interactive application on the Microsoft Surface table for ING Bank in Amsterdam.

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 propaedeutic 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