

# Peter Boersma

## Personalia

First name: Peter  
Last name: Boersma  
Gender: Male  
Date of birth: January 1, 1970  
Place of birth: Nijmegen, The Netherlands  
Nationality: Dutch

Address: Oostenburgervoorstraat 296  
1018 MR Amsterdam  
The Netherlands  
Phone: +31 (0)6 15 072747  
Email: peter@peterboersma.com  
URL: http://www.peterboersma.com



## Summary of assets & Motivation

My formal and continuously updated training in Human Computer Interaction is combined with over 12.5 years of planning, scoping, analysis, experience design, conceptual design, navigation design, functional design, UI design, and evaluation of (mostly online) interactive applications. I have several years of experience with consulting as well as project/department/process management and am an active member of international user experience, usability, and information architecture networks.

I want to:

- Collect, analyze and discuss requirements for complex, engaging, interactive applications;
- Design these applications using structured, user-centered design methods, tools and techniques;
- Improve the quality of design deliverables by defining standards for design processes;
- Mentor and manage junior user experience professionals;
- Work with, and learn from, professionals in their field, and help advance the field of user experience.

## Formal education

### 1988 – 1995: Computer Science and Ergonomics (double M.Sc.)

Twente University, Enschede, The Netherlands

Department of Computer Science & Department of Philosophy & Social Science  
Section Information Systems, Design Methodology group Section Ergonomics, Cognitive Ergonomics Group

**Master's Thesis:** Experimental Research into Usability and Organizational Impact of Workflow Systems (1995)

#### Relevant Courses

- Cognitive Ergonomics
- Computer-Human Interaction
- Ergonomics & Organizational Design
- Impact of Information Technology
- Information System Design Methodology
- Knowledge Technology for Education Science
- Sharing & Communicating Scientific Results
- Writing Computer User Documentation

### 1997 – 2008: Additional training

- Information Architecture Summit (2004 – 2008)
- EURO IA Summit (2005 – 2008)
- SIGCHI.NL Conference (1998 – 2008)
- AP (Adaptive Path): UX Intensive (2007)
- AP: The Elements of User Experience (2005)
- Design Engaged Conference (2004 – 2005)
- AP: Designing the Complete UX (2004)
- Sales for Non-Sales (2004)
- Personal Presentation (1998, 2004)
- CHI Conferences (1997 – 2003)
- Web Testing (2000)
- Verity Topic Internet Server (1997)

## Work experience

### 2006 – present: Senior Interaction Designer

Info.nl, Amsterdam, The Netherlands

#### Responsibilities

Lead designer of user experiences for complex interactive systems, often for online financial services. Pitching, writing proposals, requirement analysis, conceptual design, design communication. Interaction design practice lead, responsible for estimations, resource allocations, education, mentoring and design reviews.

#### Projects

- Info.nl (standards): develop and maintain process and deliverables for team of strategists and UX practitioners.
- Kempen & Co (finance): concept design for merchant bank's new online presence.
- Kluwer (publishing): creative lead, concept design and interaction design for new, search-based presence.
- Lectric (education): developer and trainer of 3-day course in Interaction Design and User-Centered Design.
- MSN/Sony (game): concept design for MSN multiplayer game related to launch of Da Vinci Code movie.
- Reed Elsevier (publishing): interaction design for an e-commerce website with social network capabilities.
- SNS Bank (finance): analysis, concept and interaction design for site of Top 5 national bank.
- Vestia (housing corporation): business process redesign, concept design, creative lead for online service prototype.

## **2005 – 2006: Managing Partner & Consultant User Experience**

User Intelligence, Amsterdam, The Netherlands

### **Responsibilities**

Manage practice development of collective of user experience practitioners. Sell user experience services to new and existing customers. Promote company through networking. Consult clients on user experience methodology. Perform all duties of senior user experience practitioner including mentoring of junior practitioners.

### **Projects**

- Delta Lloyd (insurance): information architecture and interaction design of a content-driven website.
- Elsevier Science (publishing): expert review, UI redesign, preparation for usability test of online medical database.
- Golden Pages (directories): consult on UX process, run client workshops, prepare & moderate usability test.
- Port of Rotterdam (portal): expert review, redesign of Customer Service section of international portal.
- Satama Interactive (iTV): expert review of two Digital TV interfaces to support development of third interface.
- Transavia.com (travel): conceptual design of travel portal based on user research and usability evaluations.

## **2002 – 2005: Senior Information Architect**

EzGov, Amsterdam, The Netherlands

### **Responsibilities**

Define user experience requirements, application concepts, sitemaps, screen flows, navigation systems, wireframes/blueprints, and user interface & accessibility guidelines in RUP-based projects. Plan, evaluate, and execute expert reviews and usability tests. Contribute to pre-sales proposals, estimations, and project plans. Introduce usability principles, methods and techniques. Mentor and manage Information Architects.

### **Projects**

- EzGov (standards): define and manage development of in-house UX process standards.
- EzGov (training): develop and present in-house training "UX for non-UX".
- Jamaica Tax Administration (e-gov): gather requirements, define and communicate information architecture, plan usability tests in 5-week pilot project aimed at bringing 5 tax applications online.
- UK Inland Revenue (e-gov): define UX strategy, gather usability and accessibility requirements, define and present information architecture, plan and manage usability tests, document design standards in 10-month tax application project (PAYE & Pensions).

## **2000 – 2002: Consultant User Understanding**

Satama Interactive, Amsterdam, The Netherlands

### **Responsibilities**

Analyse clients' problems. Help clients articulate end-user related problems, and train them in judging offered solutions. Provide process-assistance for the translation of business goals into online service offerings. Sketch high-level solutions; explain how solutions solve end-user problems. Co-ordinate projects with international colleagues. Participate in pitch teams to win accounts. Advocate user-centered design methods. Steer and participate in the development and teaching of in-house development methods (Satama Unified Process).

### **Projects**

- Club Nokia (mobile): development manager, information architect for online Style guide.
- Global mobile Suppliers Association (mobile): define usability reviews of mobile portals, produce benchmark tool for mobile portal owners.
- Planet Internet (ISP): content inventory, wireframes, and usability test for entertainment portal.
- Satama (standards): project manager of deliverable standardization (Satama Unified Process).

## **1995 – 2000: (Senior) User Interface Designer**

General Design, Amsterdam, The Netherlands

### **Responsibilities**

Design and discuss concepts, information architecture, interface design, and evaluation of (mostly online) interactive applications. Co-ordinate design efforts with visual designers and software developers. Manage 3-week to 18-months projects, writing offers, planning work, negotiating deadlines with both clients and colleagues, and evaluating projects. Manage team of 3 user interface designers.

### **Projects**

- ABN AMRO (finance): design and update of interactive parts of large informational website.
- Lucent Technologies (IT): project management and information architecture for large extranet/internet site.
- UWISH (R&D): research, requirements analysis and prototyping of remote usability test tool.
- WorldCom (IT): workflow, functional and UI design of desktop/intranet application.

## Presentations

### *Design Documentation*

Invited presentation at Adobe User Group Meeting, November 2008, Amsterdam, The Netherlands

### *By the book - Peter (and Dan Brown's) perfect case study*

Poster presenter at IA Summit 2008, Miami, USA

### *Processes + Patterns = best practices on steroids*

Presenter at EuroIA 2007, Barcelona, Spain

### *Where does IA fit in the Design Process?*

Panel moderator at IA Summit 2007, Las Vegas, USA

### *A Place for IA Deliverables*

Panel moderator at EuroIA 2006, Berlin, Germany

### *The Next Generation of User Interface Patterns*

Discussion moderator at 2006 SIGCHI.NL conference "The Web and Beyond", Amsterdam, The Netherlands

### *UCD in 4 simple steps (and 100 slides) (2006)*

Invited presentation at Usability Symposium of Rotterdam Polytechnic, Rotterdam, The Netherlands

### *User Experience, the next step for IAs?*

Keynote presenter at 2006 Italian IA Summit, Rome, Italy

### *Wabi-sabi as a UX design approach for Web2.0*

Poster presenter at Design Engaged 2005, Berlin, Germany

### *Introduction to User-Centered Design*

Workshop presenter at 2005 SIGCHI.NL annual conference, The Hague, The Netherlands

### *UCD + RUP*

Moderator of, and presenter at, 2005 SIGCHI.NL evening lecture, Amersfoort, The Netherlands

### *Integrating IA Deliverables in a Web Application Development Methodology*

Presenter at IA Summit 2005, Montreal, Canada

### *J-Flow: Interactive Design Tool*

Presenter at 2004 IA Summit, Austin, USA

### *StUX: Introducing User Experience Deliverables to a Software Development Company*

Presenter at Design Engaged 2004, Amsterdam, The Netherlands

### *Insight in Usability: User-Centered Design (2003)*

Invited presentation at Hogeschool Utrecht's Medialab, Utrecht, The Netherlands

### *Satama Unified Process: Synergy on the Work floor*

Presenter at 2002 SIGCHI.NL summer conference, Ede, The Netherlands

### *HCI & IA: Information, Interaction, Interface and Usability Architects Share Deliverables*

Co-organizer (with Keith Instone and George Olsen) of a CHI2002 Workshop in Minneapolis, USA

### *Design Contest*

Moderator of a live Design Contest (modelled after CHI's Interactionary) at the SIGCHI.NL 2001 summer conference "E-Content for All", Soesterberg, The Netherlands

### *The User of User Interface Design Books*

Panelist in CHI2000 Panel "User Interface Design Books: Educating the Masses or Preaching to the Converted?", The Hague, The Netherlands.

### *Form Solutions*

Co-presenter at Internet Usability 2000 (with Donald Norman and Jakob Nielsen), Amsterdam, The Netherlands.

### *Making Minds Meet in Your Local Chapter: The Case of SIGCHI.NL*

Moderator of a Special Interest Group session at CHI'99, Pittsburgh, USA

## Publications

### *User Experience, the next step for IAs?*

Paper for the 2006 Italian IA Summit, Rome, Italy

### *Introducing User-Centered Design to an E-Government Software Development Company*

ASIS&T Bulletin, vol. 31, No. 3 (Feb/Mar 2005), special issue on E-Government (pp 20-22).

### *Branding, Trust, & User Experience in 1-to-1 e-commerce*

Paper for the CHI2000 workshop "Designing Interactive Systems for 1-to-1 E-commerce", The Hague

### *Organizing Web Site Information*

Paper for the CHI'99 workshop "Organizing Web Site Information", Pittsburgh, USA

### *SIGCHI.NL goes online,*

SIGCHI Bulletin, 1999 (vol. 31).

### *E-commerce at General Design*

Paper for the CHI'98 workshop "Beyond Internet Business-as-Usual", Los Angeles, USA

## Other activities

### *2007 – 2009: Information Architecture Institute*

Board Member: Member Benefits and Local Groups (2007 – 2009).

Advisory Board member (2004 – 2005)

### *2000 – 2008: SIGCHI.NL/Chi-Netherlands*

Conference team member:

"The Web and Beyond: Mobility" (Program Chair, 2008),

"The Web and Beyond" (Co-Chair, 2006),

"HCI Close To You" (keynotes & workshop, 2005), and

"E-content for All" (Program team, 2001).

Board member: Online Infrastructure (2000 – 2002).

### *2004 – present: [BEEP]*

Author of a weblog about User Experience, User-Centered Design and Big Information Architecture

### *2001 – present: IA/UX Cocktail Hours Amsterdam*

Organizer of irregularly held cocktail hours for IAs and other UX-practitioners, in and around Amsterdam

### *2004 – 2007: ASIS&T*

Conference organizer of annual Information Architecture Summit (2004 – 2007) and EURO IA conference (2005 – 2007)

### *1999 – 2001: ENIAC, Twente University CS Alumni Club*

Board member: Secretary (1999 – 2001).

Conference organizer: User Interfaces (2001), and Data Mining (2000)