Bram Peters

MSc Human-Technology Interaction | UX/UI- and Interaction Design & Research | Frontend Web & App Development | Business & Data Analytics

👤 About Me

As a recently graduated *MSc Human-Technology Interaction* engineer, I am looking for professional challenges where I can combine my UX/UI-, and Interaction-design and research experience with my frontend software development and data analytics skills. What drives me is being part of the creation of new innovative technological solutions that address the complex challenges of our ever-evolving society, so let's collaborate and create something powerful together!

🎓 Education

MSc Human-Technology Interaction, Technische Universiteit Eindhoven, Eindhoven
September 2019 – March 2023

Thesis Publication: 'Design and Evaluation of a Student-Facing Learning Dashboard Using Theory of Self-Regulated Learning'

Portfolio: TU/e Learning Dashboard

Computer Science Erasmus+ Exchange, KTH Royal Institute of Technology, Stockholm
August 2021 – April 2022

Portfolio: Vinobo | Raspberries | Reimagining Spotify Podcasts

Bachelor of Science in Psychology & Technology, Technische Universiteit Eindhoven, Eindhoven
September 2015 – August 2019

💼 Professional Experience (by relevance)

Data-/BI-Specialist Sociaal-Medische Zaken at UWV, Amsterdam
January 2024 - Present

UWV helps people who are out of work or unable to work by providing benefits and by getting them back to work providing support on all issues relating to employing.

After an insightful and rewarding experience working with UWV through my secondment via SerenIT, I was offered a position at the Social-Medical Affairs department to continue our collaboration. Here, as a Data-/BI-Specialist I'm responsible for:

- Utilizing analytical methods and my expertise in Data Analytics and UX design
- Converting and transforming raw data into meaningful and

Details

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Place of birth
Mook
Nationality
The Netherlands

Links

Portfolio
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Skills

UX-Design Research

Usability & A/B-Testing

Human-Computer Interaction

User-Centered Design

Adobe Creative Suite

AdobeXD

Figma

After Effects

Premiere Pro

Interaction Design

Mobile Design & Development

Wireframing & Prototyping

Persona Creating & Storyboarding

Typography & Color Theory

HTML/CSS/JavaScript

React

Vue

actionable insights using data mining techniques

- Developing databases and creating business information products like BI dashboards and mobile apps

- Providing guidance to BC&K SMZ management on BI and data analytics at the division and department level

- Streamlining business processes and assessing and implementing suitable tools and techniques when data is not readily available

- Ensuring data is accurate and pertinent for our direct stakeholders

- Training users on data-driven practices within the organisation, understanding their context, and continuously clarifying requirements

- Advising on necessary technical updates to stay current with analytics advancements and acting as a bridge between business operations and technology

- Managing the complete information supply chain, from data sources to end-users.

Master Thesis Project at Information Management Services TU/e, Eindhoven
September 2022 – March 2023

In my master thesis project, I developed a learning dashboard for TU/e's Canvas-platform (still used today) in a way that is grounded in learning sciences and truly facilitates online learning:

- Designed and implemented a student-facing dashboard focusing on visualizing academic performance, offering dynamic, course-level recommendations for improved learning, utilized aggregate models of clickstream data and academic results.

- Employed an empathetic and data-driven user-centered design approach keeping prospective users and stakeholders in the loop continuously in the design process (e.g., extensive qualitative user research including interviews, think-aloud procedures, wireframing, prototyping, storyboarding, etc.)

- Grounded the dashboard in learning sciences principles such as self-regulated learning theory.

- Iterative A/B- and usability-testing and quantitative analyses.

- PowerBI (Azure Databricks/SQL) & HTML/CSS/JavaScript.

Portfolio: TU/e Learning Dashboard

UX Designer at Blue Jay, Eindhoven
June 2018 – June 2020

At Blue Jay Eindhoven, I was at the forefront of developing a drone that functions indoors, and serves as an intelligent companion for

API Integration

Android Development

Web Responsiveness

Java

Python

Version Control/GIT

PowerBI

DAX

PowerQuery

SQL

Data Visualization

Qualitative Research

Quantitative Research

Data & Business Analytics

STATA

Scientific Writing

Video-Editing

Interdisciplinary Collaboration

Languages
English

Dutch

Swedish

healthcare workers both interactively and autonomously.

- Focused on creating user-friendly communication channels for intuitive interaction with the drone. Utilized a user-centered design approach, involving continuous user feedback throughout the project.

- Conducted extensive rounds of quantitative and qualitative user research to inform the design process (e.g., extensive qualitative user research including interviews, think-aloud procedures, wireframing, prototyping, storyboarding, persona definition, etc.)

- Implemented and programmed a responsive LCD screen with expressive eyes to convey the drone's state, a microphone with speech recognition for user interaction and commands, a camera with emotion detection for emergency detection and trained the algorithm using real datasets on emotion detection (achieved 84% accuracy!)

- Iterative A/B- and usability-testing and quantitative analyses.

- Presented preliminary results and final product to sponsors and stakeholders.

Portfolio: Blue Jay Eindhoven

Mobile App Developer at Blue Jay, Eindhoven
March 2019 – June 2020

In addition to my UX-designer duties, later in the development of the Blue Jay drone I designed and developed the Blue Jay Android App which facilitates real-time tracking of Blue Jay drones.

- Created an intuitive interface for easy drone operation commands (e.g., fly-to, lights, and display changes) using API integration with backend autonomous flying modules.

- Conducted several rounds of wireframing and prototyping in Figma and Adobe XD and implemented final version in Android.

- Implemented a comprehensive logbook to archive historical data on detected emergencies using API integration with SQL-database.

- Streamlined communication and enhanced safety, efficiency and intuitiveness between users, including inexperienced ones, and the drones using iterative A/B- and usability-testing and quantitative analyses from human factors and HCI.

- Presented preliminary results and final product to sponsors and stakeholders.

Portfolio: Blue Jay Eindhoven

Frontend Developer at TU/e, Eindhoven
September 2022 – December 2022

I worked in a content migration project for the information management services-team at my university. Duties included transferring content to the university's new content management system SharePoint, and creating new dynamic web pages and adding metadata and components using Typo3.

Host and Bartender at Mälarpaviljongen AB, Stockholm
May 2023 – Present

I immediately secured a seasonal hospitality job at Mälarpaviljongen in Kungsholmen to establish myself in Stockholm while searching for a new IT role, enabling me to integrate into Sweden and enhance my Swedish proficiency as I prepare for a career shift to UX design and frontend software development, complemented by language courses at Folkuniversitetet.

Professional Skills Tutor at EuFlex Technificent, Eindhoven
August 2020 – February 2021

I mentored BSc students in the TU/e's professional skills program, which prepares them for their future careers by teaching essential skills such as academic writing, project planning, and team collaboration.

Student Mentor at TU/e, Eindhoven
July 2018 – May 2019

◀ References
References available upon request