

Matthew van den Steen



Haarlem

<https://wireframe.ninja>

MSc. Computer Science (Human-Computer Interaction / UX)

Welcome to my portfolio!

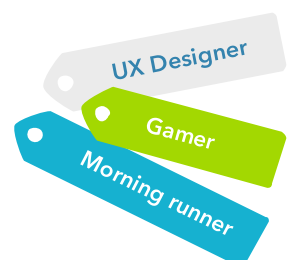
My name is Matthew van den Steen. I am 37 years old and live in Haarlem. I love to run, travel, play games and watch movies.

I have several years of experience when it comes to designing applications in agile environments, usability testing and service design. I also have the Product Owner and Scrum Master certifications from Scrum Alliance.

I use a variety of tools, but do not push one certain application as tools and features keep changing. As long as I can explain a design and get the message across, it works for me. I use Adobe XD, Invision, Framer, but also something simple as Miro or just a sketch on a piece of paper.

Please have a look at both my resume and this portfolio. For any questions, you can drop me a mail at:

mmvdsteen@gmail.com

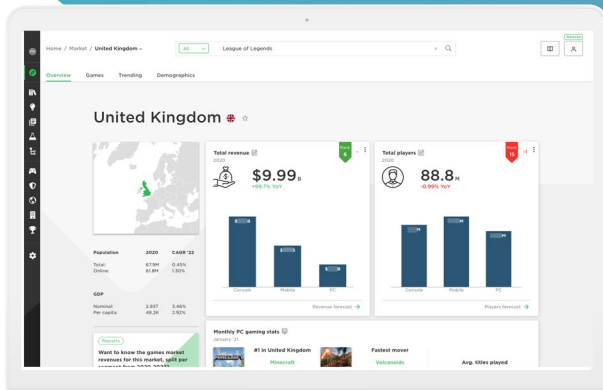


Analytics Platform

Game and Esports analytics

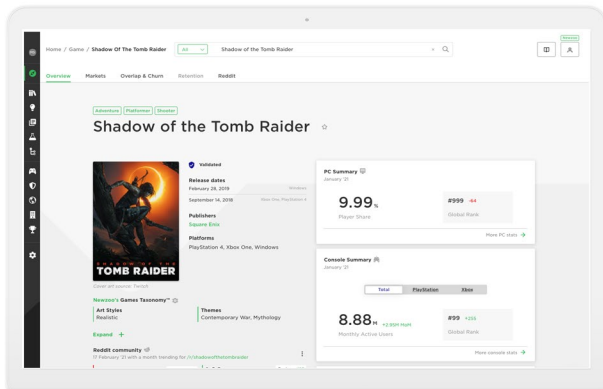


January 2019 - Now
UX, IxD, Visual



Focus on a specific market with several data

A platform created from scratch to give insights into the games and esports market



Focus on a specific game

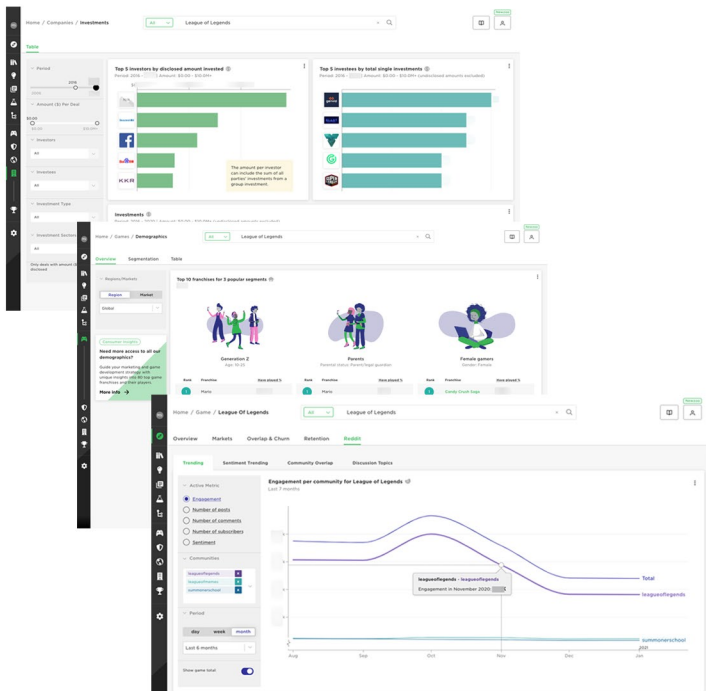
Newzoo started a new development team in January 2019 to create an analytics platform from scratch. An exciting opportunity as nothing was set in stone yet.

We only had a bit of data which we wanted to present it in a nice and user-friendly way.

How to start? We had to develop quickly, but there were no designs yet. We also did not know what was technically possible. A quick first design for the POC got the ball rolling. The team was highly motivated and the platform became bigger and better with every sprint.

The process went a lot smoother when we introduced components, a design system and frequent (small) usability tests. No more small discussions with stakeholders and developers about which grid and which margins we should use.

Currently I am the UX Lead of the team, but still involved in creating wireframes and mockups.



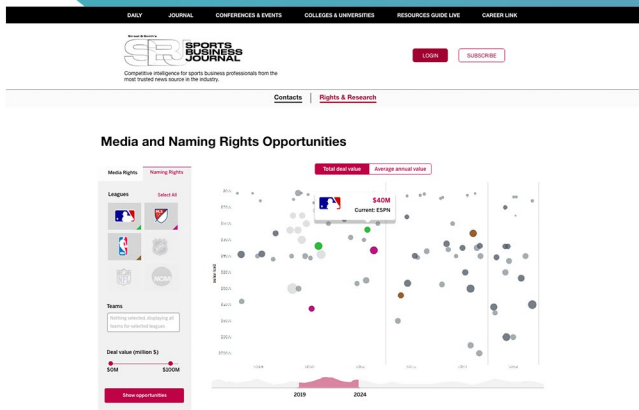
Sports Business Journal

Sports Analytics



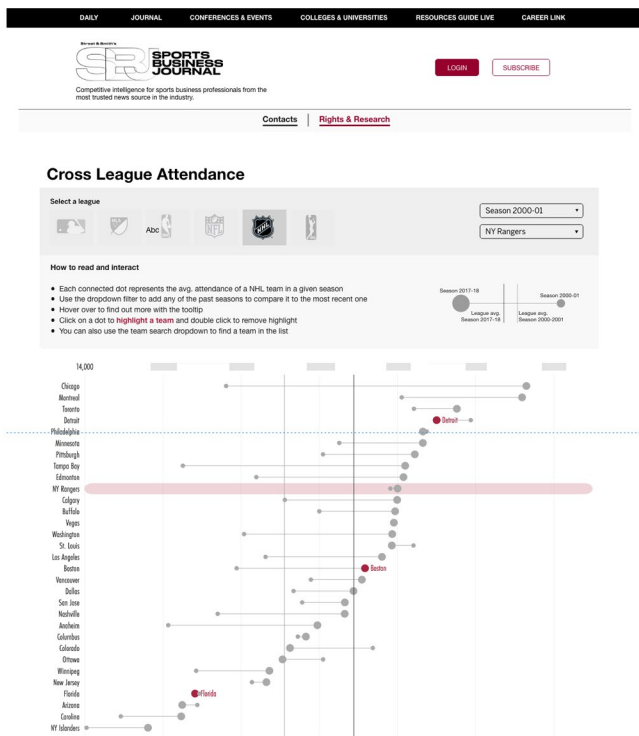
January 2019 - March 2019

UX, IxD, Visual



Interactive dashboard to see data for Media and Naming Rights

First version of the analytics section of SBJ (Sports Business Journal)



Cross League Attendance (data has been blurred)

Together with SBJ and our Data visualisation expert at Newzoo, we created the first version of the Analytics section of SBJ, the biggest news source for sport business professionals.

In this version we created the basics, such as an overview page, some content pages, the interaction flow and two interactive dashboards.

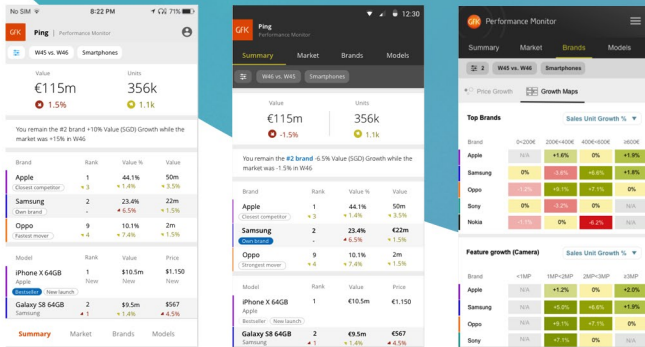
After a while this grew out to be a complete platform, similar to Newzoo's analytics platform. But I was no longer involved in setting that up.

Ping

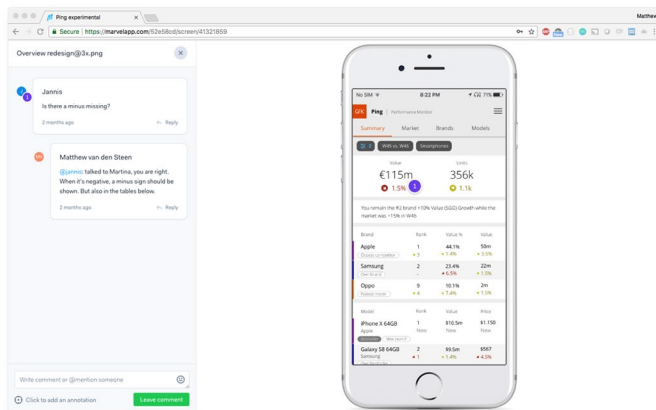
Mobile App for weekly reports



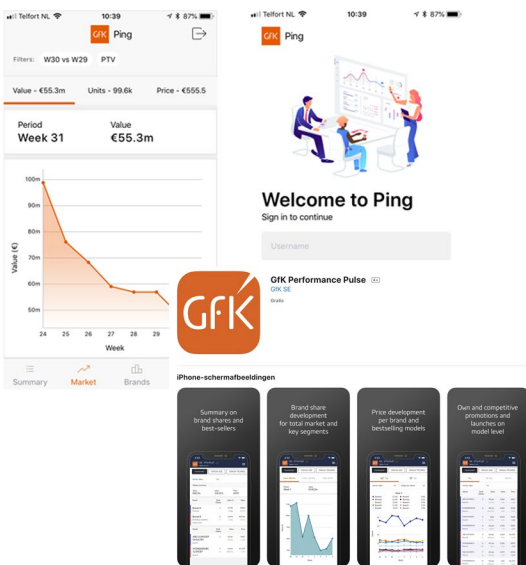
March 2018 - December 2018
Prototyping, Visual Design, Usability



Various versions made during the prototype phase



Interactive wireframe using MarvelApp



First version and released version of the app

GfK Ping (now rebranded to Performance Pulse) is a mobile app that provides weekly reports and insights using Point of Sales data.

Local sales managers of companies such as Samsung, LG and Panasonic can use this app to see their sales performance and how good it is compared to the overall market. Where did they win and where did they lose? Is a promotion at a retailer effective or not?

During the prototyping phase various interactive wireframes were used to acquire feedback from our clients. With this feedback our development team created the first MVP. This was a fully working app for both Android and iOS.

The MVP was shown at a big conference, where we gathered even more feedback. With additional tests I was able to improve the UI and continue the development of the app.

Until the end of 2018, various other usability tests are planned to further improve the overall UX. In Q1 2019 the app will launch.

Echo

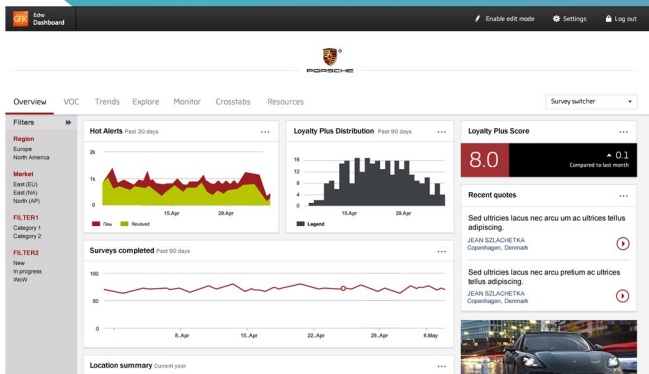
Redesign

Dashboard for clients

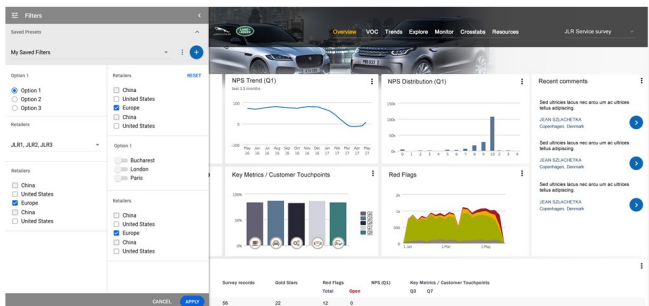


August 2016 - now

IxD, Visual Design, Research



Custom dashboard for Porsche



Standard theme with filter manager open



Workshops and discussions with our clients



Logo artwork with several alternatives

Echo Redesign. Developed in VueJS, powered by Quasar.

After the decision was made to completely create a new dashboard framework from scratch, we also decided to go for a completely new design.

New animations, better interactions and listening to the user from the start.

I used workshops and discussions with clients to see what they were currently struggling with. I put these findings, together with issues from the old dashboards, to a UX Map. This made the communication with both stakeholders and PO easier and more efficient.

The initial mockup I created helped the PO to cut everything up in epics and user stories. In a leanUX kind of way I was able to provide more detailed mockups and pixel perfect designs.

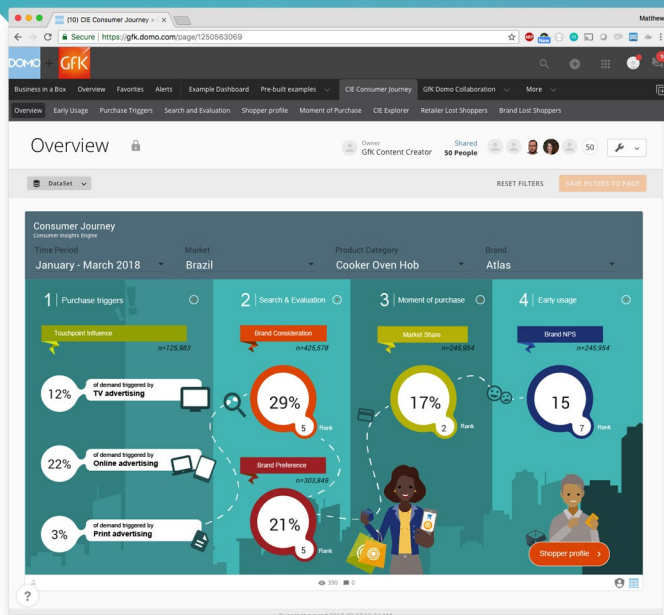
This was also the perfect time to switch to better tools: Sketch, InvisionApp and Adobe XD.

DOMO x GfK

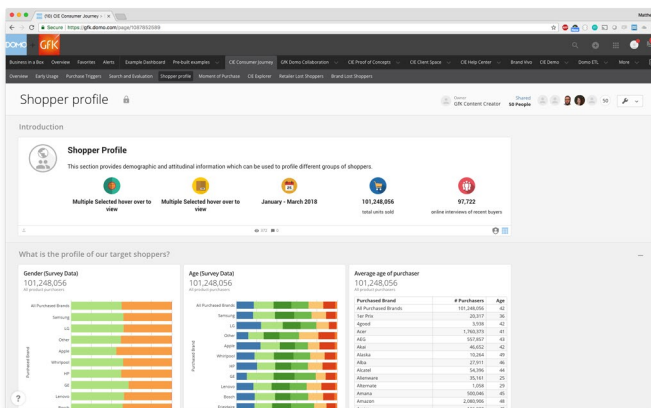
Consumer Insights dashboards



January 2018 - August 2018
Infographics, Visual Design, Usability



Customised widget/infographic



One of the drill down screens

GfK uses dashboards from Domo to provide several clients with Consumer Insights

For this project I was creating customised data visualisations, icons and infographics.

DOMO provided a standard package to create easy to use dashboards by just dragging widgets on a page. However, for our clients this was not enough. Infographics, visualisations and GfK-themed icons had to be made to meet their requirements.

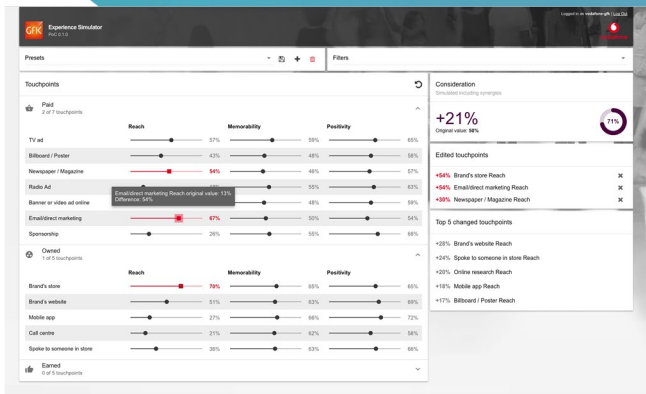
The first version was launched in July 2018. In August client feedback was gathered and new backlog items were created to add more functionality and to improve the UI.

Experience Simulator

Touchpoint simulator

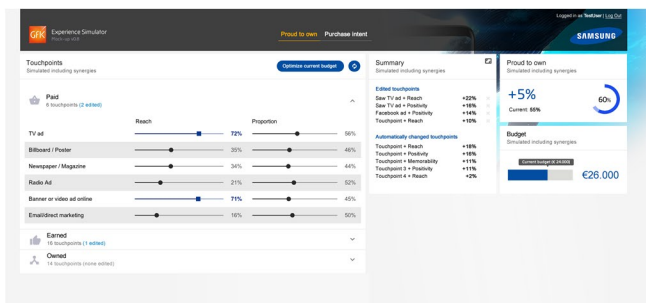


November 2017 - Now
IxD, Visual Design



Vodafone overview page with presets and filters

A web application that enables clients to optimize their media and advertising budget.



Samsung model with optimize budget feature

We just started this product with two clients. The feedback cycle is short and after every sprint I am able to acquire feedback from the newly created features.

It's a very interesting product as we found an easy and fast way to develop new features using vueJS, together with (partially) restyled Material Design components. With this approach we can quickly deliver something, using standard UI patterns already proven by Google's MD.

Although MD is used, I was still needed for creating the UI, translate the feedback and come up with the overall look and feel of this product.



Login page and logo artwork

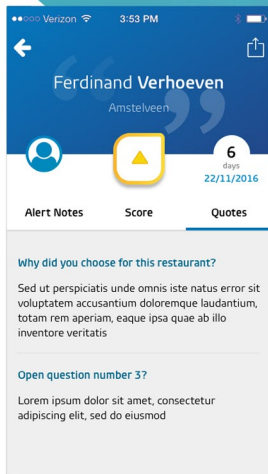
Hot Alerts

Mobile app for iOS & Android

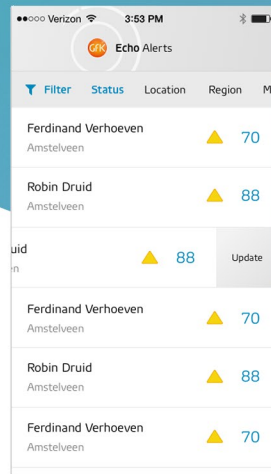


2014 - now

lxD, Visual Design

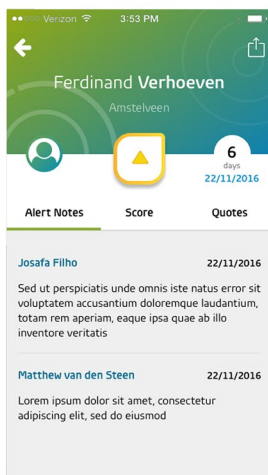


Customer quotes

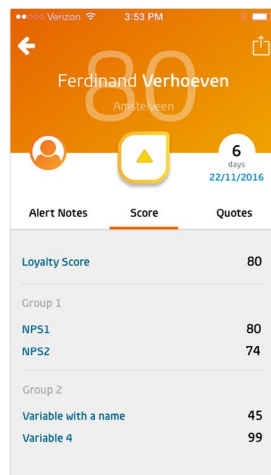


Alert list

Hot Alerts is a full-service customer experience management platform for both iOS and Android.



Alert notes



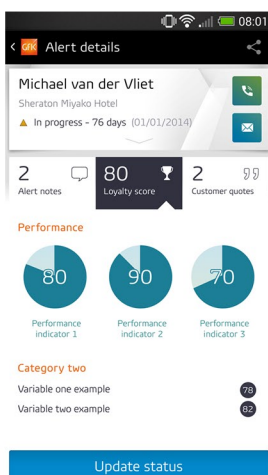
Score details

The first version of the app was launched in 2014. We worked together with Valuelabs, an offshore team in India. That was quite a challenge.

Titanium by Appcelerator was used as the framework to develop for both Android and iOS at the same time. Because of this and various other limitations, the initial design and interaction flow was not that great.

Two clients were happy to give us feedback after every release. This helped us to improve the usability and the look and feel.

For the new version of the app we decided to go for a totally different route. That means, different framework and development done in-house. This enabled me to add more animations, better interaction patterns and better visuals. Creating a far better experience for our users.



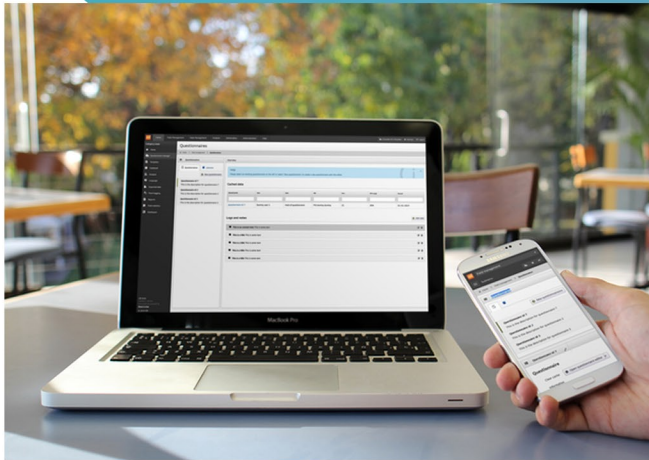
Old version of the app

Drive

Researcher tools

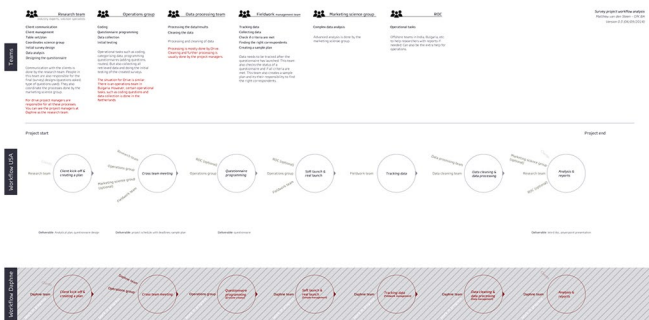


August 2013 - October 2017
IxD, Research



Responsive design, using bootstrap 2

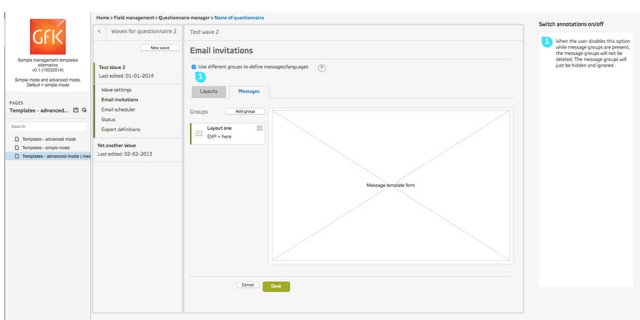
Web application used by people from within GfK to analyze data, create reports, make and share questionnaires, import data and manage dashboards.



User group and flow/handover analysis

A huge PHP application with a lot of different pages. When I started in 2013, almost every page had a completely different UI. Different buttons, different patterns and no consistent look `n feel.

Before I started designing I did some research first, as the system is quite complex and various different user groups within the company were using it.



Axure used to create the wireframes

Interviews with users helped me to define user groups and their needs. I was also interested in the handovers, touch points and the traditional way of creating questionnaires without Drive.

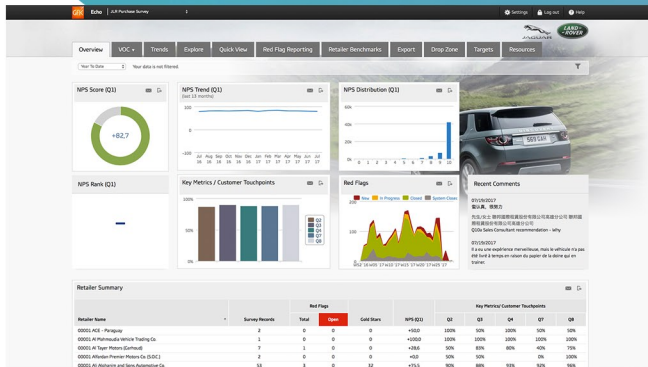
While designing improved interfaces in Axure, I also worked on a style guide to improve the look `n feel, but more importantly, the consistency.

Echo

Dashboard framework



August 2013 - October 2017
IxD, Research, Visual design



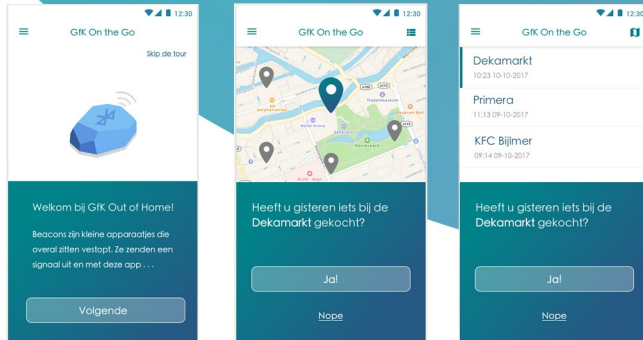
Beacon

PoC

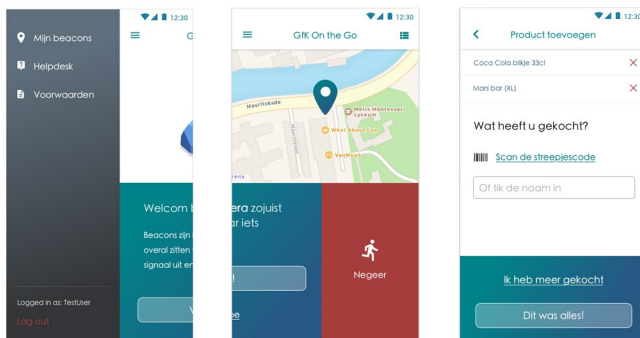
Out of Home Mobile app



December 2017 (1 week)
Prototyping, Visual Design



Tour and main screens



Menu and small questionnaire

GfK Out of Home (Beacon) was created within one week as a PoC. The app is triggered by beacons located inside Coca Cola vending machines.

Users who sign up will see a small survey after a beacon is detected. This way a user can give feedback right after a purchase.

As there was only 1 week to create this PoC, I quickly sat with the Product Owner and talked about the most important features: A list (or map) with the last 5 beacons that were detected, a small questionnaire and a way to add (or scan) products.

With this information I started sketching some screens on paper. While the developers were coding parts based on these simple sketches, I finished the artwork and UI in the same day.

The result can be seen in the screenshots on the left.



Logo artwork

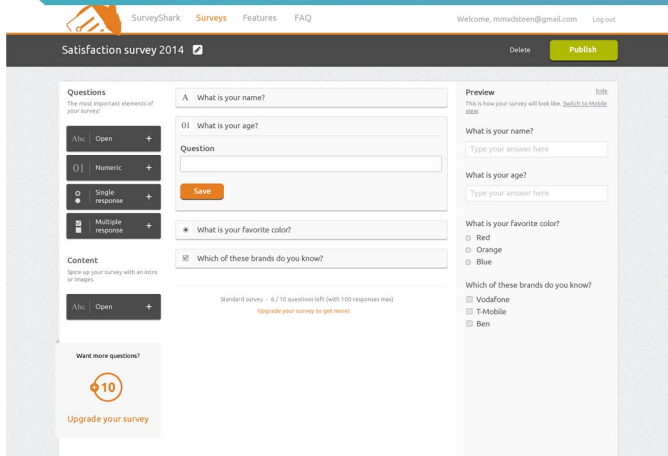
SurveyShark

Web application and app



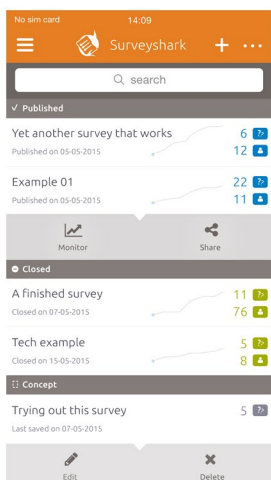
November 2016

Prototyping, Visual Design, IxD

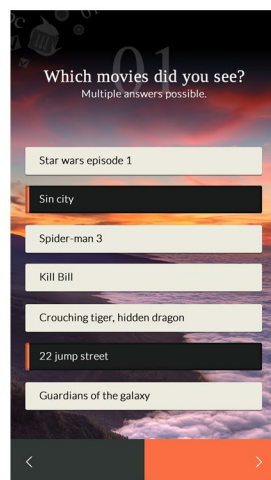


A PoC that got out of hand...

Questionnaire creator



Mobile app version



Mobile survey

GfK is known for helping clients creating a survey and giving insights. But what if clients want to create their own survey? Not a complex survey with a advanced dashboard, but a simple questionnaire and some basic insights.

A small group was asked to create something similar to SurveyMonkey, but only as a PoC (and within 3 weeks...).

I was asked to come up with a UI design, logo, interaction flow and also think of how it would look like on a mobile device (both the application and the survey that can be shared).

The result can be seen on the left. We actually managed to implement all of it, including a simple dashboard. Unfortunately GfK decided to discontinue self service questionnaires and the site was removed after a while.



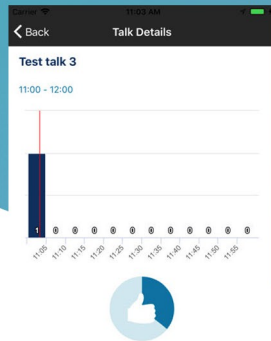
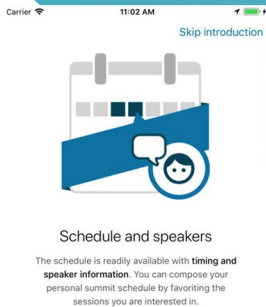
Logo artwork

we.Create()

Simple event app



October 2017
IxD, Visual Design

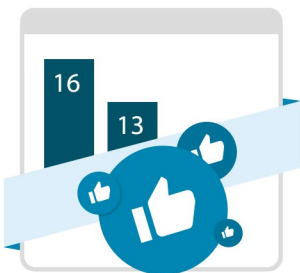


...



Tour

Like feature

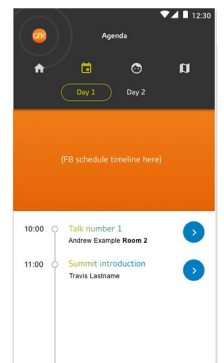
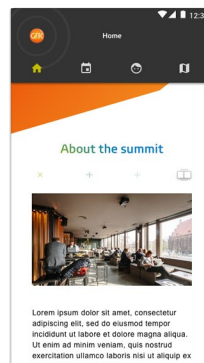
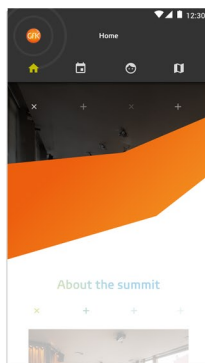
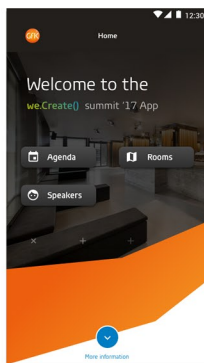
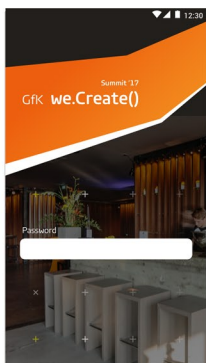


Artwork

A simple event app with a feature to like a session.

For an event app the interaction flow was pretty basic and standard, so for this product I was more focused on the artwork. Our team only had two weeks, but that was more than enough to make the app user-friendly and look nice.

I created an animated logo, icons and extra artwork for the tour. First I designed everything using the GfK color palette (see screens below), but I was forced to redesign everything using a new, unique, style as Brand & Communications did not want to see a direct association between GfK and this app. No problem!



Art direction (day 1)

Arbeidsmarkt-informatie

Dutch labour market portal



April 2013 - July 2013

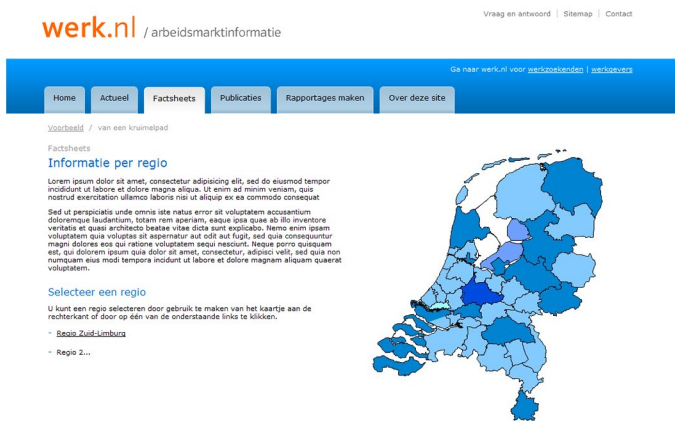
IXD, Visual Design, Research



Main page

Information, news and statistics about the labour market in the Netherlands.

A lot of research was done before the first prototype was being made. We defined three user groups and created several personas for each of them: Heavy users, light users and scanners.



Info per region

The site had to be made accessible and easy to use for all three groups. Quite a task as heavy users are people who would like to create their own reports, while scanners are only interested in small news items and interviews.

Various technical limitations were taken into consideration into building the first version of this portal. Also, the content management department had to be able to edit and add content easily.

I also did the visual design for the main page and content pages.

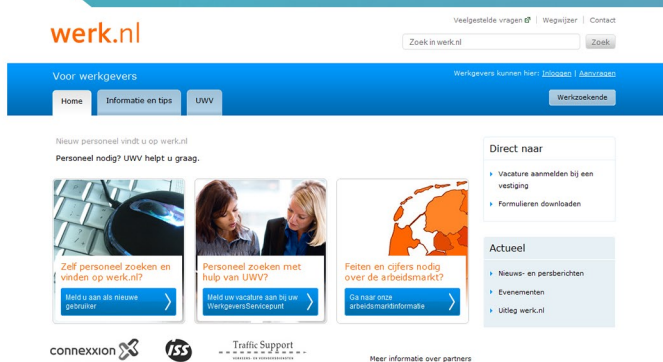
Werk.nl

Government websites for job employment



August 2010 - July 2013

Id, Visual Design, Research



Portal for searching candidates (employer site)

Form fields for employer registration:

- Telefoonnummer: 0612345678
- E-mailadres: [input field]
- Vacature: [text area]
- U kunt de vacature of andere aanvullende informatie ook als bijlage toevoegen. De volgende extensies zijn toegestaan: .doc, .docx, .odt, .pdf, .jpg, .gif
- Bestandnaam: [input field]
- Werklocatie: [input field]
- Naam: [input field]
- Soort werklocatie: Nederlands adres
- Postcode: [input field]
- Huisnummer: [input field]
- Toevoeging: [input field]

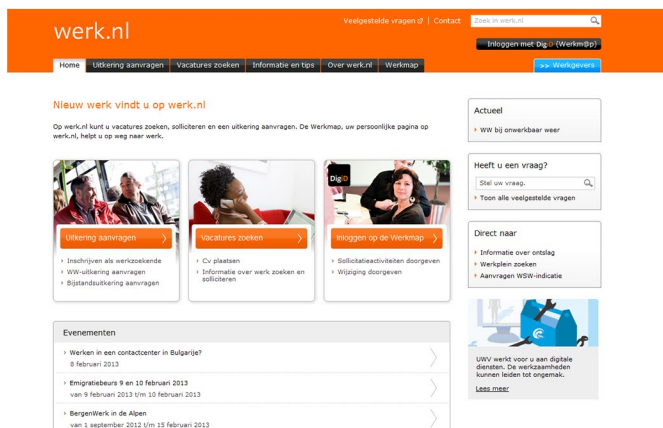
Na invoer van de postcode wordt er naar gezocht, welke vervolgens onder het inp...

De droplist bevat alle WerkgeversServicepunt...

WerkgeversServicepunt

- Kies een WerkgeversServicepunt
- Postcode: [input field]
- Amsterdam

Axure was used to create the wireframes



Werk.nl for people searching for a job

Werk.nl is a job search engine that will match CVs with vacancies.

Werk.nl must have been the biggest challenge I have ever faced, but I am proud to have worked on this.

Development of new features was very difficult as the sites were built on an old Java CM system.

As the websites were not easy to use and often down, the government wanted to drastically change the sites using an agile approach. I was the main designer for the site for employers. It also explains why the employer site looks a bit different, but later the other site caught up. For the job seekers site I also helped out, but not as the lead designer.

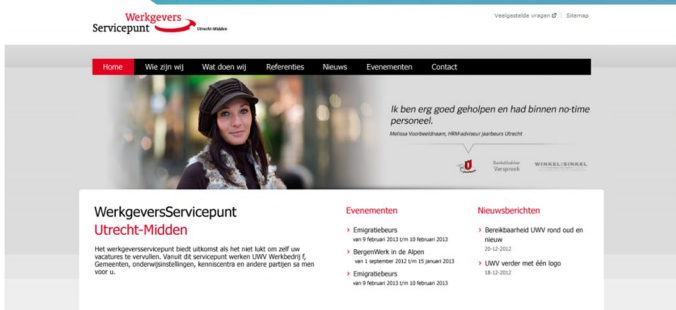
We used wireframes, clickable prototypes and mockups in various usability tests. I was responsible for those tests. Afterwards we implemented new features and kept testing the site to see how we could improve the usability and overall experience.

WSP Utrecht-Midden

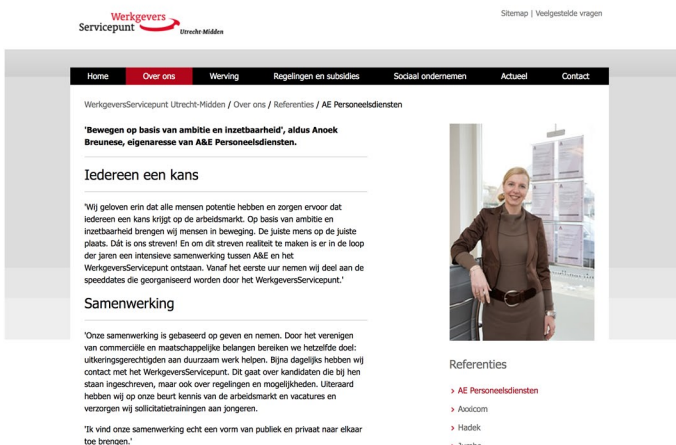
Website



December 2012 - April 2013
IxD, Visual Design, Research



Main page



Content page

Website that helps employers in the Utrecht region finding candidates.

After several interviews and sessions with stakeholders, I created three different concepts. These concepts were important to get the conversation going.

As content was the most important thing, I sat together with the people responsible of updating the website. Using card sorting we figured out the best way to categorize the content.

It was clear that interviews with employers from the region were needed as well. Not only to make the site more interesting, but also to show that 1) other well-known employers from the region have worked together with WSP Utrecht-Midden and 2) to make the site look extra trustworthy.

Photos of these employers, together with a logo of the company were placed on the main page. Users who clicked on the image were linked to the interview.

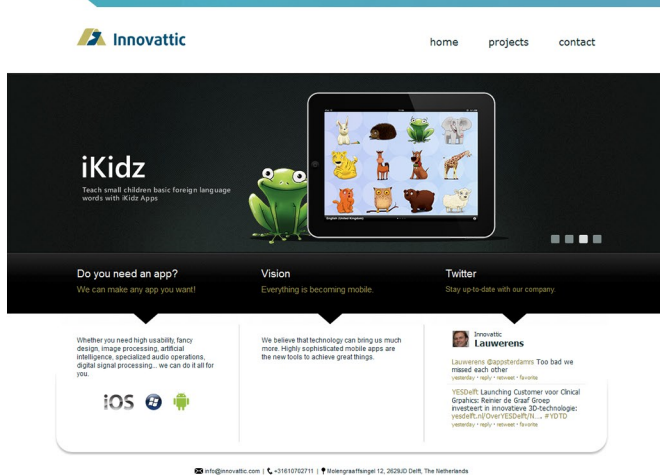
Underneath the photos I placed the 3 main call to actions. These were clearly visible without having to scroll.

Innovattic

Company website



May & June 2011
Visual Design, HTML/CSS



Main page



Logo with alternatives



Main page

Innovattic is a software development company that creates both mobile apps and web applications.

For Innovattic I created their logo and the visual design of their company website.

They did not have any visual art direction at that time and also asked me to help with a style guide and color scheme.

Several discussions took place and I combined some ideas to create the final logo with two main colors: Gold/yellow and green. The forward arrow represents innovation. The ribbon around it represents a roof. Making it look like an attic. Combined: Innovattic.

At that time it was popular to have a carousel to showcase products on your main page. Using screenshots of finished products, I added about 4 images to this carousel. The template to update this carousel was easy, so they did not need me everytime a change was needed.

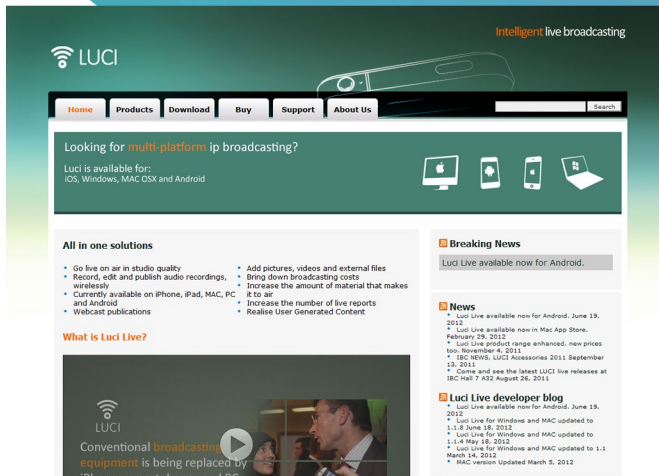
Luci

Website and promo video

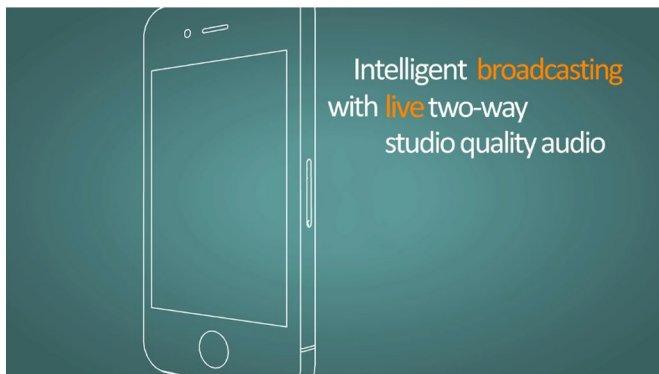


Q4 2011, February 2014

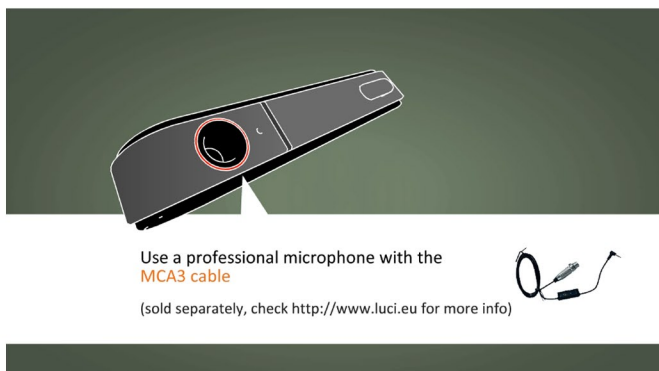
Visual Design, Animation, 3D



Luci website



Frame of the video



Frame of the video

Luci, intelligent live broadcasting with your smartphone.

The owner of Luci did not want a completely new website in 2011. He only wanted a new, unique and fresh theme for his Wordpress installation.

I created the artwork and edited all the Wordpress templates so it would look like the design I had in mind.

This was the easy part. Most of the work was put in the animation video, which was placed on the main page of the website.

For this animation video I used a variety of tools, including Photoshop and 3D Studio Max. I imported some vectors into 3D studio and created a simple 3D model of a phone. Using this model I was able to create some nice looking animations to tell the story behind the Luci app and its possibilities.

The final version of the video can be seen here:

<https://youtu.be/x6jZFpLSCJA>

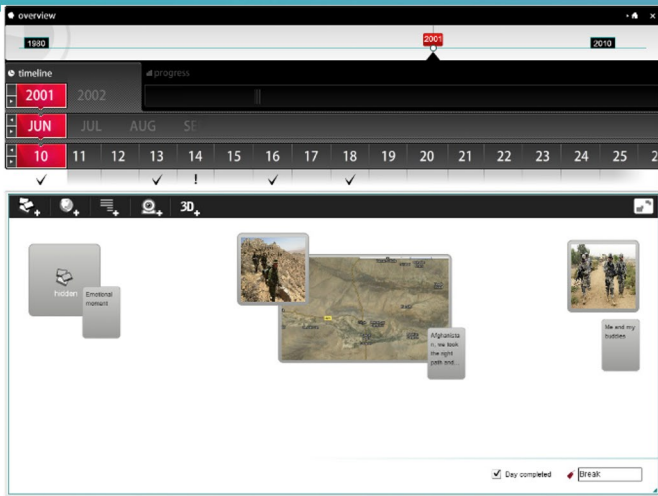
4MR

Multi-Modal Memory Restructuring System

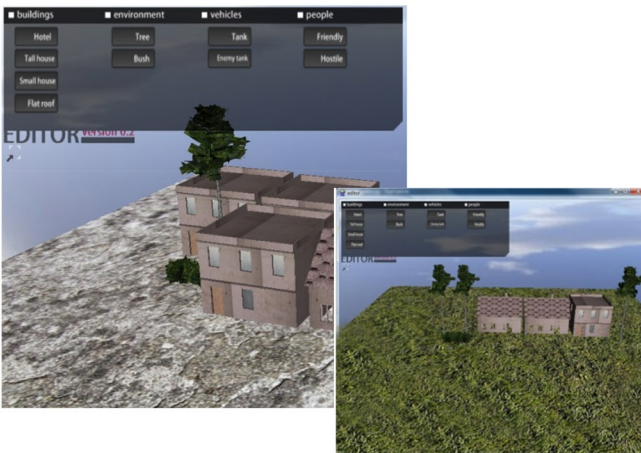


2009-2010

Research, usability test, design, implementation



Interface where patients could add photos, notes and 3D worlds on their timeline. Therapists could also add notes in their interface so they could pin down interesting events.



3D (VR) editor to quickly create the battlefield where a dramatic or emotional event took place



Office setup at UMC Utrecht

A system to help soldiers or veterans suffering from PTSD

A project I am very proud of. The research, design and implementation of this application was done by me for my thesis at TUDelft.

Together with input from a doctor of UMC Utrecht, I evaluated, tested and designed a system that could help soldiers suffering from a PTSD.

The system helps soldiers to relive their past as part of their therapy. Just talking about the events helps, but adding multimedia, 3D (VR) worlds, Google Maps and camera footage would help both therapists and patients even more.

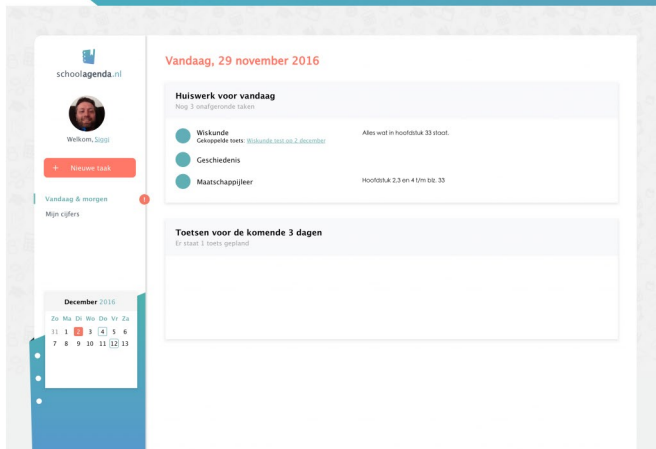
The system allows patients to put old photos, notes on a timeline (like a diary). It also allowed them to recreate the battlefield using a simple 3D VR editor.

The application got quite some media attention and is currently being improved at TUDelft. It is not only used for this specific case anymore. I wrote a couple of papers about my research, the interviews and the usability tests I did.

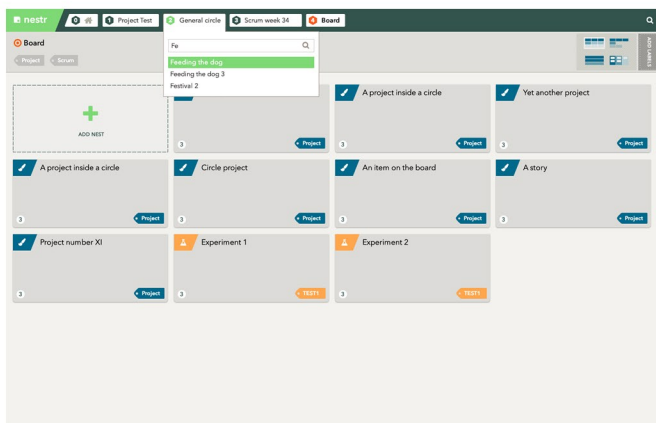
Other

Spare time projects

2013 - now
IxD, Visual Design



Schoolagenda.nl



Nestr.io



Wiseman games artwork

Prototypes, mockups and artwork

For friends and family I created several prototypes, concept designs and logos. Most of these are certainly not finished, but what was created was enough to get the first version of their site or app up and running.

I never put more than 10 hours in these projects as I usually do this beside my regular job. Still, it's fun to see some of these products grow after a while.

Nestr.io for example has grown quite a lot and is now being used for holacracy projects by pretty big companies.

In my spare time I also help out people with simple graphics, posters or cards. I don't have everything online, but some of these graphics can be seen on my online portfolio at creasperia.nl.

The cool thing about these side projects? I can be creative without a deadline, I help my friends getting their project started and I can practice my visual design skills :)