

HELLO!

LET'S GET IN TOUCH

- 0651187996
- www.thomvb.com
- t.v.boheemen@gmail.com
- Amsterdam, the Netherlands

I have always been passionate about understanding how people think and how they can be influenced through design. Design is a powerful tool and works best when it goes unnoticed. I love trying to anticipate users behaviour and design in such a way that they won't notice the amount of thought that has gone into it.

Educated as both a designer and an engineer I understand that even the smallest details are important for creating a well functioning design.

CURRICULUM VITAE OF THOM VAN BOHEEMEN

DESIGNING FOR BEHAVIOUR



What can I do for you?



UX & UI Design



Persuasion Design



Usability Testing



Photography

Languages

Dutch	● ● ● ● ●
English	● ● ● ● ●
German	● ● ● ○ ○

SKILLS

Concept Development	● ● ● ● ●
User Research	● ● ● ● ○
Prototyping	● ● ● ● ○
Axure	● ● ● ● ○
Sketch	● ● ● ● ●
Photoshop	● ● ● ● ○
Illustrator	● ● ● ○ ○
Indesign	● ● ● ● ○
After Effects	● ● ● ● ○
Processing	● ● ● ○ ○
HTML/CSS	● ● ● ○ ○
Max/MSP	● ● ● ● ○

INTERESTS



Photography



Cooking



Tinkering



Motorcycles

EDUCATION

 Atheneum College Hageveld
Pre-university Secondary Education
Nature and Science
September 2001 - June 2008

 Technical University Eindhoven
Bachelor Industrial Design
September 2008 - July 2012

 Technical University Eindhoven
Master Industrial Design
September 2012 - Januari 2015

(EXTRA)CURRICULAR ACTIVITIES

Run2Gether
- Graduation project for motivating recreational runners through location based messaging
September 2013 - Januari 2015

Interactive Patina of Culture
- Teamleader of International design team Shanghai
March 2013 - April 2013

SHIFT - Glow Festival 2012
- User Interaction / Interactive projection mapping
September 2012 - November 2012

Study association Lucid
- Chairman Promo!Team Committee
- Graphic Designer
September 2009 - July 2011

2011

Movares Nederland B.V.

Engineering consultancy for public transport
UX Designer

- Design of the user experience onboard of the Aerocity concepttrain

Alten

Technology and engineering consultancy
UX Design Consultant

Clients included:

- Philips Innovation Services
UX & Graphic design for the common components in Philips Apps.
- Mocean Offshore BV
Design and development of a clickable prototype for an offshore decision support tool
- Holland Mechanics
UX review and design of a clickable prototype for the interface of wheelbuilding machines

Artable

Shanghai based platform to connect artists and designers with customers and corporate Dutch representative

May 2011

Sep 2011

Sep 2011

Jan 2012

Sep 2015

Jan 2016

Feb 2016

Nov 2016

Nov 2016

Apr 2017

Jan 2017

Present

R&R Associates

U.S.A based product design company
Intern

- Animation / Motion Graphics
- Graphic Design & Branding

Buyerminds

Digital design agency with a focus on persuasive psychology to increase conversion

Persuasion Designer (UX)

Clients included:

- IXINA
- Volkswagen
- Skoda
- NMBS
- Bol.com
- Koopkracht.nl
- Smallsteps
- Finsharp
- AG insurance

Freelance UX Design

- Essent (UX/UI designer)
Design of new functionality within the Essent Smart Home app for
- Energiedirect.nl (UX/UI designer)
Complete UX and UI redesign of the Customer loyalty app Tankey
- auto.nl (Lead UX/UI designer)
Lead designer for auto.nl, an e-commerce website selling new and used cars exclusively online.

2018

ACKNOWLEDGEMENTS

PUBLICATIONS

Influence of Interactivity on Social Connectedness

- A Study on User Experience in an Interactive Public Installation

International Conference Social Computing and Social Media 2014

Participatory Public Media Arts for Social Creativity

International Conference on Culture and Computing 2013

EXHIBITIONS

Smart City - Beijing Design Week 2014
Public art, A Participatory Platform

ID'13 - Dutch Design Week 2013
TangiTales