Hello.

I'm Ernst. I am a Dutch designer with a background in industrial design and interaction design. I'm a versatile designer with a broad skillset, and I love to keep adding new skills and exploring new technologies.

I love prototyping, looking into and exploring new technologies and quickly finding out whether the interaction I'm envisioning is appropriate, or to show developers how exactly I would like to see a particular UI transition implemented. Recently I've been designing and building an AI version of my online portfolio, an early MVP of which you can find here: seriousness.nl/bot

For the past year, I've been getting my hands on lots of innovative smart tech products at Xiaomi, crafting stories to introduce those products to a worldwide audience — from product launch keynotes, to short documentaries, marketing campaigns, and experimenting with AI customer service.

Before that, I led the design efforts of a healthcare-focused startup called Gather Health, focusing on the UX and visual design of our Android and iOS apps, and our web dashboard. In this Agile and data driven environment, I worked within the product team and co-owned the product roadmap, balancing short term sprint needs with longer term vision and business needs.

Prior to moving to Beijing, I ran my own audiovisual storytelling and branding agency, freelanced as web- and interaction designer, and worked as a visual and user experience designer for a design agency focused on healthcare.

For me, the most important aspect of design is empathy. Being able to listen to and really understand your audience is key. As such, I always champion the end user, but wear multiple hats to ensure design solutions are holistic and make sense in terms of cost, and business needs.

I'm happy to talk anytime, just shoot me an email, add me on Wechat or give me a call:

email: hello@seriousness.nl
Wechat: ernsternst
phone: 186 1114 3815

Thank you.
Ernst

click to view my portfolio

ERNST-JAN VAN WOERDEN

hello@seriousness.nl
+86 186 1114 3815

I am a UX designer based in Beijing, China. Experienced in all phases of digital product design. I have a keen sense of understanding when it comes to human nature. As a result, I can translate the needs of end users into tangible experiences that they appreciate.

WORK EXPERIENCE

June 2016 - present:
Designer,
Xiaomi Global Marketing
mi.com
Mobile internet technology

- Generating creative directions, concepts, and content for marketing campaigns, and executing those campaigns.
- Responsible for video content on global social media channels (storyboarding, shooting, editing, post production, motion graphics, audio);
- Design support for global product launches (storytelling, visualization, animation, video content);
- Working within the global marketing team to ensure uniform branding accross all global channels;

October 2014 - March 2016:
Senior UX Designer,
Gather Health
gatherhealth.com
Diabetes management platform

- Responsible for visual and interaction design for all new features on Android, iOS and web, from storyboard to hi-fi prototypes, from user insights to detailed specs;
- Worked with Android & iOS developers, making sure features come out as intented, while minimizing development cost;
- Designed for diabetes patients in the India & China market - a group of users for which simplicity, accesibility and product understanding are key;
- Responsible for marketing efforts on print, web, and video.

April 2010 - Sept 2014:
Co-owner,
Studio Tony
studiotony.nl
Online storytelling

- Helped 3D Hubs secure seed funding from Balderton Capital by creating a short video explaining their concept;
- Helped Océ-Canon visualize four future scenarios in their effort to get a grip on the future;
- Created several interactive online data visualizations and animated stories in HTML/CSS3/JavaScript.

June 2011 - Dec 2012:
UX Designer,
Redmax
Online healthcare concepts

- UX design and lo-fi prototyping of an online psychological healthcare prevention platform for a major Dutch insurance company;
- Improved the relation between sales reps and psychiatrists by creating an interactive story that explained the benefits of a certain new anti-psychotic drug;
- Created several short explainer-animations for a pharmaceutical company to improve patient adherence;
- Co-spearheaded the creative department of Redmax for six months;
- Briefed and managed several suppliers when outsourcing parts of the design or technical realization of websites and apps.

March 2010 - Present:
Owner, UX Designer
Seriousness
seriousness.nl
Webdesign and -development

- Functional, UX and graphic design as well as technical realization of websites for a variety of clients in Wordpress, Drupal and Flash.
- Designed and prototyped initial UI concepts for an online music composition tool to spark children's interest in classical music.
- Designed and front-end developed a Google Maps based visualization and collaborative reviewing environment for a series of publications that were sent around the globe.

RELATED WORK EXPERIENCE

2009: Internship at Looplala, Utrecht. Graphic and interaction design of an interface for Looplala, a non-linear collaborative music- and composition tool.
2009 - 2010: Internship at Born Digital Foundation, Utrecht. Research and design of a real-time remote collaboration tool for new media artists.

EDUCATION

2007 - 2010: MSc. in Design for Interaction at Delft University of Technology.
2001 - 2007: BSc. in Industrial Design Engineering at Delft University of Technology.

TOOLS

- Visual: extensive experience in Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Flash, Omnigraffle.
- Programming: HTML, CSS, Javascript and Actionscript 3: advanced. Basic knowledge of PHP.
- Audio: extensive experience with Steinberg Cubase, Adobe Audition, Ableton Live. Five years of experience with producing, mixing and mastering of music, sound effects, vocals and voiceovers.

LANGUAGE

- Dutch (native), English (fluent), French (proficient), German (proficient)