



FAIZAL HEESBEEN

User Experience Designer

ABOUT ME

I have done several projects, internships and I followed the minor UXD (focused on UX Design). I think UX Design is interesting, because it combines different facets: thinking about the mental model and psychology, creating advanced interactions and visualize these into a complete story.

I always look critically at a designs / concepts and I find it important that it's determined from a theory or test. Furthermore, I am a social person and I think humor is an important characteristic within a team.

EDUCATION

aug 2013
july 2018

Communications & Multimedia Design, HBO
Interaction / UX designer.

feb 2016
july 2016

Minor User Experience Designer, HBO
Cognitive psychology, Seductive Interaction Design, Big IA.

aug 2006
july 2010

Media College Amsterdam, MBO
Media (production) Management, Niveau 4.

aug 2002
july 2006

Media College Amsterdam, VMBO
Classes incl.: Dutch, English, Math.

WORK EXPERIENCE

aug 2016
present

Faiz Webdesign
Freelancer / Webdesigner

- ▶ As a part-time freelancer I create websites and identity designs.

nov 2021
sep 2021

Royal PostNL
UX Design (project base)

- ▶ Conducted user research, did desk research and based on the findings I formulated hypotheses for the registration flow and the use of the new function called PostNL QR code.
- ▶ I designed the registration flow of the PostNL QR code.
- ▶ Created a test plan to prepare and conduct user interviews. After the usability tests, I transcribed the findings of these interviews.
- ▶ To have a clear overview of all the touchpoints and functions of the PostNL QR code registration flow and the use of the function it self I have made a Service Blueprint in which I also mapped the state of mind of the user.

feb 2019
mar 2021

ÜPPIG Identity Store
Visual / Interaction Design

- ▶ Creating unique brand identities for 2 characteristic organizations, part of the Fotohuis including design patterns that brings out the mutual relationship.
- ▶ Making digital translations from the brand identities of various international med-tech companies.
- ▶ Designed a digital application with different features that allows the user to view an instruction manual and product specifications in an innovative way.
- ▶ Set up a new strategy and associated core values that strengthen the vision of a company, followed by a visualization that creates a look & feel for these values.

feb 2018
jan 2019

Rabobank Netherlands
UX / Interaction Design

- ▶ Did research on "Empty state pages" and find out the way how to convert the frustrations of the user into a positive experience.
- ▶ Did research on the current components of Rabobank and its interactions (including the field where you enter the IBAN number). Based on the findings and by sparring with developers, a redesign has been made and presented to the managers.
- ▶ Made a re-design for the Rabobank app within the theme "managed investing", whereby different design choices have been applied.
- ▶ Behind the scenes I have attended different interviews, at which the interviewee has been observed. The findings of these observations were processed within the app.

feb 2014
aug 2014

Say Cheese Amsterdam
Visual / Interaction Design (internship)

- ▶ Here I have determined the branding for the polaroid photos. I did this by creating unique designs based on the theme of the event and the brand of the company.
- ▶ I redesigned the interface of the Say Cheese Livebox. Here I have set up a new navigation structure, which makes it easier for the photographer on location to carry out the various tasks.

feb 2009
aug 2009

Pressfoon BV.
Traffic employee (internship)

- ▶ Here I had contact with the subscribers of women.nl. During the conversations it was my goal to find out what their needs are. After that I processed these findings into their advertising page.
- ▶ Designing a manual with information how you have to place and / or edit an advertisement on women.nl.

SKILLS

Design

Figma
Sketch
Zeplin
Abstract
Illustrator
Photoshop
Indesign

UX Methods

Personas
Customer Journey
AB-tests
Card Sorting
Usability testing
Wireframing
Mental Models
Service Blueprint
Requirement lists

Prototyping

Invision
Principle
Figma

Other utilities

Slack
Trello
Miro
Maze

Development

CSS3
HTML5
Javascript

Languages

Dutch
English
Surinamese