

# Curriculum vitae

Martijn van Welie  
Design Director



## Personal data

Name	Martijn van Welie
Degree	Ph.D. in Human Computer Interaction
Date of birth	09-09-1973
Gender	Male
Nationality	Dutch
Address	Amsteldijk 50-III
Zip code	1074HW Amsterdam

## Key Competence areas

Design	<p>I am specialized in Interaction Design for web and mobile applications. My main skills include developing interactive concepts, developing persona's, conducting task analysis, wireframing, planning and execution of usability tests.</p> <p>In my work I have intensive contact with both the client and the design team in order to work on the client's wishes while balancing budget and technical constraints.</p> <p>In my research time I work on future technologies in our field as well as the development of a body of knowledge on interaction design by developing a Pattern Language for Interaction Design. See <a href="http://www.welie.com/patterns">www.welie.com/patterns</a> for more information on my work on patterns</p>
Project Management	<p>I have some basic project management skills and do most of the design-related management activities in regular projects. This include working with clients on outlining to project, making sure regular progress is being made and working with the design team to align the design, technical and business requirements.</p> <p>Recently I have worked 9 months as a contractor for Vodafone Netherlands where I held the position of ad interim Studio manager for Vodafone live!</p>

## Selected Projects

TMF (2004)	In the fall of 2004 I was the concept designer for the new TMF site, owned by MTV Networks. The site is a real broadband site where audio and video content was used to enhance the user experience. Using RIA principles, the site uses a rarely seen structure of autonomous modular Flash and HTML components to provide the best possible experience for such a media corporation. See <a href="http://www.tmf.nl">www.tmf.nl</a>
Vodafone NL Studio Manager a.i.	For a period of 9 months I have worked at Vodafone NL as a contractor. My role was Studio Manager ad-interim and I managed a small group of designers working on Vodafone live! and the Vodafone website. In addition I was responsible for the new My Vodafone concept and the Mobile Fun & Info concept.
Vodafone Business Portal Vodafone NL	In this project I worked with Vodafone Customer Services to develop a self-service area for large corporate clients. Telecom managers had to be able to manage all their mobile phones, services and contracts using an extranet. My role was lead designer and consultant.

## Research

Interaction Design Patterns	I am the curator of one of the largest pattern collections in the field of Interaction Design. See <a href="http://www.welie.com/patterns">www.welie.com/patterns</a> . I continue to develop and fine-tune these patterns in order to collect and distribute design knowledge for public use.
Design Process	At Satama I am also responsible for the design process and deliverables. I continuously update and expand our process based on learnings in the projects we do.

## Employment

2000-present	<b>Satama Amsterdam</b> Design Director  Clients I have worked include:  Vodafone UK, Vodafone NL, MTV Networks, Kurhaus, ABN-AMRO, Reed-Elsevier, Nokia, KPN, MinVWS, Achmea, BMW, Audi, Skoda, Proximus, Planet Internet, ING, UPC.
2002-2004	<b>Vrije Universiteit Amsterdam</b> Faculty of Computer Science Assistent Professor Teaching Web Design & Groupware Task Analysis, research on Design Patterns
1996-2000	<b>Vrije Universiteit Amsterdam</b> Faculty of Computer Science Ph.D. Student (promovendus)

## Skills & Interests

Applications	Visio, Word, PowerPoint, Photoshop, Dreamweaver
Interests	HCI, design methods, patterns, usability, interaction design
Memberships	ACM SIGCHI, CHI-Nederland, DDUX
Programming	Extensive programming experience in C++ and Java. Other languages include Prolog, XML/CSS/XSL, JavaScript. Experience in most common office applications and programming environments.
Languages	Fluent in Dutch and English. Fair in German and in Spanish.

## Education

Highschool	Grammar School at the Fioreticollege Lisse. Graduated in 1991 in Mathematics, Physics, Chemistry, Economy, Dutch, English, German and Latin.
Graduate	1991-1996, MsC in Computer Science from the Vrije Universiteit Amsterdam, specialization Software Engineering. The final thesis titled "Distributed Applications and the Web" was done under supervision of dr. A. Eliens.
Post-graduate	1996-2000, Ph.D. in Computer Science from the Vrije Universiteit Amsterdam. The topic of my Ph.D. was "Task Based User Interface Design". My promoters were Prof. Dr. J.C. van Vliet, dr. G.C. van der Veer and dr. A. Eliëns. My research was focused on methods and tools for task-based user interface design. I am one of the co-developers of GTA and Dutch. In addition I have designed and implemented a tool called Euterpe. More information can be found at <a href="http://www.cs.vu.nl/~martijn/gta">http://www.cs.vu.nl/~martijn/gta</a> .

## Publications

### 2003

Pattern Languages in Interaction Design: Structure and Organization: M. van Welie, G.C. van der Veer, In: Proceedings of Interact '03, 1-5 September, Zürich, Switzerland, Eds: Rauterberg, Menozzi, Wesson, p527-534, ISBN 1-58603-363-8, IOS Press, Amsterdam, The Netherlands ([PDF](#))

Groupware Task Analysis: M. van Welie, G.C. van der Veer, In: Handbook of Cognitive Task Design, Eds: Erik Hollnagel, p447-476, ISBN 0-8058-4003-6, Lawrence Erlbaum Associates, New Jersey, US ([PDF](#))

### 2002

Consistent Multi-device Design using Device Categories: M. van Welie, B. de Groot, In: Proceedings of Mobile HCI 2002, p315-318, 18-20 September 2002, Pisa, Italy ([PDF](#))

Leveraging the Context of Use in Mobile Service Design: B. de Groot, M. van Welie, In: Proceedings of Mobile HCI 2002, p334-338, 18-20 September 2002, Pisa, Italy ([PDF](#))

Introduction to Groupware Task Analysis: G.C. van der Veer, M. van Welie, C. Chisalita, In: Proceedings of TAMODIA 2002, p32-39, July 18-19 2002, Bucharest, Romania  
[\(PDF\)](#)

## **2001**

Task-based User Interface Design: M. van Welie, Ph.D. Thesis  
[\(PDF\)](#)

## **2000**

Interaction Patterns in User Interfaces: M. van Welie, H. Trætteberg, In: 7th. Pattern Languages of Programs Conference, 13-16 August 2000, Allerton Park Monticello, Illinois, USA.  
[\(PDF\)](#)

Patterns as Tools for User Interface Design: M. van Welie, G.C. van der Veer, A. Eliëns, In: International Workshop on Tools for Working with Guidelines, pp. 313-324, 7-8 October 2000, Biarritz, France.  
[\(PDF\)](#)

Task Based Groupware Design: putting theory into practice: G.C. van der Veer, M. van Welie, In: Proceedings of DIS 2000, pp. 326-337, 17-19 August 2000, New York, United States.  
[\(PDF\)](#)

Structured Methods and Creativity - a Happy Dutch Marriage: M. van Welie, G.C. van der Veer, In: Proceedings of Co-Designing 2000 , pp. 111-118, 11-13 September 2000, Coventry, England.  
[\(PDF\)](#)

Integrated Representations for Task Modeling: M. van Welie, G.C. van der Veer, A. Koster, In: Tenth European Conference on Cognitive Ergonomics , pp. 129-138, 21-23 August 2000, Linköping, Sweden.  
[\(PDF\)](#)

## **1999**

Modeling Complex Processes in GTA: G.C. van der Veer, M. van Welie, D.D. Thorborg, In: Ergonomics ,volume 42, number 11, pp. 1572-1587, November 1999  
[\(PDF\)](#)

Ontologies and Methods in Interdisciplinary Design: M. van Welie, G.C. van der Veer, In: Computer Science Education: Challenges for the New Millenium ,pp. 143-158, Casa Cartii de Stiinta, Cluj, 1999, Cluj.  
[\(PDF\)](#)

Groupware Task Analysis in Practice: a scientific approach meets security problems: Reinard van Loo, G.C. van der Veer, Martijn van Welie, In: 7th European Conference on Cognitive Science Approaches to Process Control ,pp. 105-110, 21-24 September 1999, Villeneuve d'Ascq, France.  
[\(PDF\)](#)

Usability Properties in Dialog Models: M. van Welie, G.C. van der Veer, and A. Eliëns, In: 6th International Eurographics Workshop on Design Specification and Verification of Interactive Systems DSV-IS99 ,pp. 238-253, 2-4 June 1999, Braga, Portugal.  
[\(PDF\)](#)

Breaking down Usability: M. van Welie, G.C. van der Veer, and A. Eliëns, In: Proceedings of Interact 99 ,pp. 613-620, 30th August - 3rd September 1999, Edinburgh, Scotland.  
[\(PDF\)](#)

Groupware Task Analysis: G.C. van der Veer and M. van Welie, In: Tutorial Notes for the CHI99 workshop "Task Analysis Meets Prototyping: Towards seamless UI Development" , May 16th

1999, Pittsburgh PA, USA.

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### **1998**

Euterpe - Tool support for analyzing cooperative environments: M. van Welie, G.C. van der Veer, and A. Eliëns, In: Ninth European Conference on Cognitive Ergonomics ,pp. 25-30, August 24-26, 1998, Limerick, Ireland.

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An Ontology for Task World Models: M. van Welie, G.C. van der Veer, and A. Eliëns, In: 5th International Eurographics Workshop on Design Specification and Verification of Interactive Systems DSV-IS98 ,pp. 57-70, 3-5 June 1998, Abingdon, UK.

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### **1997**

Modeling Complex Processes in GTA : G.C. van der Veer, M. van Welie, and D. Thorborg, In: Sixth European Conference on Cognitive Science Approaches to Process Control (CSAPC) ,pp. 87-91, 23-26 September 1997, CNR Rome, Italy.

[\(PDF\)](#)

Jamming (on) the Web: Eliëns A., Welie M. van, and Ossenbruggen J. van, Schönhage B., In: Proc. of the 6th International World Wide Web Conference --- Everone, Everything Connected ,pp. 419-426, O'Reilly and Associates, Inc., April 1997

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### **1996**

Chatting on the Web: M. van Welie, A. Eliëns, In: ERCIM W4G Workshop on CSCW and the Web ,pp. 73-80, 7-9 February 1996, Sankt Augusting, Germany.

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