

PETER J. BOGAARDS

INFORMATION DESIGNER & INFORMATION ARCHITECT

(t) +31 (0) 35 693 7176
(m) +31 (0) 62 255 7486
(e) pjb@bogieland.com
(w) <http://www.bogieland.com/profile.htm>

MISSION

To simplify complexity as an information designer and information architect, utilizing my extensive skills in electronic documentation authoring, hypermedia design, navigation research, interaction design, editing and prototyping. The focus is the information artefact with optimal usability and rich content supported by specific attributes of new interactive and adaptive digital media. (see also: www.informationdesign.org)

EXPERIENCE

2003-Present

Independent Information Designer and Information Architect

- *European Information Development Conference 2004* (Wiesbaden): Presentation 'Metadata & XML'
- *eBay*: Home pages redesign/rework of [eBay.nl](http://www.ebay.nl).
- *Raet*: Workshop 'User Experience Design of the Raet Portal' and user research for portal strategy.
- *QED*: User interface design for a search and recommendation engine of site bookmarks.
- *Elsevier Science*: Workshop 'Use Cases & UCD'.
- *Tekom Europe 2003* (Wiesbaden): Workshop 'User-Centered Design & Technical Communication'.

2000-2003

Head of Information Design / User Experience Project Leader

Razorfish (Amsterdam)

Design and development of the information architecture and navigation model at the macro, meso, and micro level of B2C/B2B digital solutions (including desktop applications). Provide management capabilities at the project level for user experience team, including interface development, information architecture, visual design, interaction design, content design, and usability engineering in close cooperation with project management, business strategy, online branding and technology networks.

- *McKenzie Institute International*
User-centered design project focusing on a treatment management application for physiotherapists. Planning and execution of multiple usability tests and GUI design validation.
- *Nissan Japan*
Localization of the global corporate style guide regarding information architecture,

navigation, content strategy and user requirements (executed at frontage-Razorfish - Tokyo).

- *Vodafone Global*
Development of standards, guidelines, and interaction patterns for global branding purposes on mobile devices.
- *Nissan Europe*
Information architecture and navigation model of various marketing communication websites focusing on Nissan's new European brand strategy.
- *Smartbunkers.com*
User experience and design team lead of B2B electronic marketplace for the global bunker oil industry. (www.smartbunkers.com).
- *Elsevier Science Publishers*
User experience research and design for a new scientific search engine on the Web.

1997-2000

Web Architect and B2B e-Commerce Consultant

SRC Caledon Business Technologies (Amstelveen NL)

Designed, built and maintained the company's internet, extranet and intranet sites. Management of various business-to-business e-commerce projects for companies using internet technologies (e.g. XML) to trade among business partners.

1990-1997

Information and User Interface Designer

Consulting company Informaat (Baarn NL)

Design and development of instructional, procedural, and reference materials for computer software and hardware, and knowledge sharing and re-use, including user guides, reference manuals, quick reference guides, tutorials, online documentation, and internet-based media delivery.

- *Communial Union Group* (in cooperation with IBM Multimedia Business Solutions): Conceptual design of a corporate intranet.
- *Delta Lloyd* (in cooperation with IBM Network Computing Centre and IBM Global Services): Design and development of a corporate intranet.
- *ABN AMRO Bank* (International Cash Management): Redesigned LotusNotes Knowledge Base.
- *IBM Multimedia Business Solutions*: Design of point of information on the Benelux Metro Line and of City of Hamburg Digital Environmental Atlas.
- *Dutch Ministry of Justice*: Analysis and design of a corporate documentation architecture and infrastructure.
- *RAET Systems*: Online and paper user documentation architecture and infrastructure.
- *Dutch Mail*: Strategic documentation architecture and infrastructure.
- *PGGM Pension Fund*: Design and development of corporate strategy for electronic documentation and online help systems.

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- *Avero Insurance Group*: Evaluation of electronic user documentation.
- *KBB Bijenkorf/HEMA*: Architecture and design of electronic user documentation.
- *Dutch Railroads*: Design of electronic user documentation.
- *ABN Bank Amsterdam* (dept. internal communications): Prototype CDROM-project NSA for product and procedural information.
- *ESTEC/ESA* (Noordwijk): User interface design for telemetric applications.
- *Informaat*: Development of a documentation engineering system (Smalltalk 80) and user interface business development.

1989-1990

Curriculum Developer

Institute for Interaction Management: A consortium of University of Amsterdam, Philips Sony, Dutch Film and Television Academy, Outplacement, and the City of Hilversum (Hilversum, Cardiff, New York)

Objective: To train domain experts as interactive title designers for the CD-I platform. Topics included: Hypermedia, Copyrights, Knowledge Technology, Instructional Design, Graphic Design, Visual Languages, Interaction Design, User Group Analysis, Project Management, and Technical Communication.

1986-1989

Instructional Designer

Education Support Centre, Amsterdam - Area: Automated testing services

1987-1989

Courseware Designer

Ordina Courseware, Utrecht

Design and development of corporate training programs with interactive multimedia systems.

1980-1995

Second Language Teacher

Community college, Amsterdam

SKILLS

- Champion of user-centered design and usability across the organization.
- Translation of client business rules and practices into functional requirements for large, complex information projects.
- Understanding existing business processes and rules while translating strategies into functional design.
- Analysis of user tasks and development of task models and usage scenarios.
- Strong business acumen with a focus on strategic analysis.
- Extensive experience with research techniques such as interviewing and observations.

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- Needs analyses and requirements gathering for the development of audience profiles, user scenarios, storyboards, sitemaps, wireframes and navigational prototypes.
- Interaction design for (prototypes of) complex digital applications.
- Planning and facilitation of usability tests, surveys and focus groups.
- Project management (team leader) of interdisciplinary teams of interaction designers, visual designers, front-end developers, and user researchers.
- Excellent verbal and written communication skills (incl. presentation skills) in English and Dutch.
- Programming and scripting in Perl and ECMAScript.
- Markup languages such as XHTML/CSS, XML and its derivatives.
- High proficiency with appropriate tools on PC/Win and Apple/Mac platform (e.g. Office, Visio, Illustrator, Photoshop).

E D U C A T I O N

1989: Masters in Instruction Technology - University of Amsterdam (cum laude)

1989: Master in Applied Linguistics - University of Amsterdam

1976: B.A. Teachers College of The Hague

C O N F E R E N C E S

Tekom Europe 2003/2004 (workshops and presentations)

Society for Technical Communication – Belgium Chapter 2003 (talk)

INTERCHI'93, Amsterdam, The Netherlands

Information Design '92, London, UK

Hypertext '91, San Antonio Texas, USA

Artificial Intelligence and Education, Amsterdam, The Netherlands

NECC'89, Boston, USA

M E M B E R S H I P S

ANMA (Amsterdam New Media Association – ex-board member), NGI, ACM/SIGCHI, SIGCHI.NL, ACM/SIGGRAPH, ACM/SIGDOC, ACM/SIGWeb, ACM/SIGOOP.

P R O F E S S I O N A L I N T E R E S T S

Agent Technology

Object Technology

Design of Computer-Mediated Environments

Electronic Publishing of Compound Documents

P E R S O N A L I N T E R E S T S

Sports, cooking, and architecture