



# ALLARD VAN HELBERGEN, M.Sc.

REICHENBERGER STR. 59 · 10999 BERLIN · GERMANY  
+49 (0)179 1800 501 · ALLARD@VANHELBERGEN.COM  
13 APRIL 1983 · MEYRIN, SWITZERLAND · MALE · DUTCH

## WORK EXPERIENCE

MAR 2013 – PRESENT

### UX Designer – deltamethod GmbH, Berlin

Designed interaction and flow of functionalities the Campaign Suite. Managed a freelance designer, overseeing the connection between visual design, frontend development and project management.

Championed UX process improvements by introducing a Visual and Interaction Styleguide, minimising the amount of high-fidelity mockups needed and allowing developers to work directly off wireframes and sketches. Introduced Branding Guidelines, enabling the marketing and business-development departments to create sales materials, help-center videos and texts.

Lead preliminary- and evaluatory research efforts (persona workshop, 6 contextual inquiries, 9 laboratory usability tests and many hallway/geurilla tests), leading to improved understanding of the users and their tasks and valuable feedback on usability issues.

APR 2012 – MAR 2013

### Strategist, Search Quality Evaluation (SQE) – Google Ireland, Ltd., Dublin

Sole responsible person for tackling web spam related issues in organic search for Dutch markets. Maintained spam rates at all-time low.

UX lead for team-wide metric tool analysis tool built from scratch where I designed, prototyped and helped build and review the tool (~100 users) creating new possible workflows in fighting abuse. Performed usability studies on 5 tools guiding subsequent design decisions.

MAR 2010 – APR 2012

### Online Media Associate, SQE – Google Ireland, Ltd., Dublin

Tackled web spam related issues in organic search for EMEA markets. Reduced spam rate more than 65% in Dutch market, positively impacting millions of search users across EMEA.

UX designer and front end engineer for internal tools. Created 2 Chrome Extensions and collaborated on 2 others(all of the above: ~200 users).

Evangelised SEO- and webmaster best practices through Webmaster Outreach efforts. Spoke at 2 Google Partner events (100 publishers per event), published 4 articles on the product blog, produced 2 videos for the webmaster YouTube channel and provided support as a Guide on Google forums.

FEB 2010 – MAR 2010

### Analyst (UX Consultant) – Accenture Nederland B.V., Amsterdam

Implemented visual designs for 15 screens which plugged into a Microsoft Sharepoint backend for time registration tool (~2000 users).

MAR 2009 – SEP 2010

### Master Thesis Research Intern (UX Researcher) – Quinity B.V., Utrecht

Developed method for pattern extraction in User Interface Design. Defined 5 new UID patterns present in Insurance Software and evaluated them through laboratory usability testing.

JUN 2008 – MAR 2009

### Software Engineer – GroenVerhagen, Amsterdam

Developed for multiple online administration- and content management systems for clients such as *Mr. Nosey*, *Blue Umbrella* and *Factuurdesk*. Worked on the full stack of a custom-made CMS, in PHP, MySQL, HTML, CSS and Javascript (jQuery). Created small AJAX tools, such as an inline editor, and made on-page SEO improvements.

< 2001 – 2009

### Web Designer and Developer, General Media Producer – Freelance, Amsterdam

Performed digital media work for multiple clients. E.g.:

*De Nederlandse Tuinenstichting*: Developed online administration system on a custom-made PHP framework using an XSLT templating system that aggregated user-generated content and formatted this for a published annual guide. 4 Guides describing ~300 gardens and parks were published using this system.

*The Psychology Company*: Created promotional website for their software.

*Museum van Loon*: Created multiple movie montages for an exposition during the national Museum N8 (museum night).

## EDUCATION

- 2008 – 2009 **Master Information Science – Vrije Universiteit, Amsterdam, The Netherlands**  
Advanced Requirements Engineering, Game Design, E-Business Innovation and Ontology Engineering; Thesis: *Interface Insured – Defining User Interface Design Patterns in the Insurance Sector*, at Quinity B.V., Utrecht, graded 8. [goo.gl/FVcGp](http://goo.gl/FVcGp)
- 2003 – 2009 **Bachelor Information Science – Vrije Universiteit, Amsterdam, The Netherlands**  
Minor Multimedia and Culture: Task Analysis and Web Design, Human Information Processing, Human Computer Interaction, Multimedia Authoring, Visual Design and User Interface Design; Thesis: *Half-Live – Modding Half-Life 2 to make a VJ Tool*, graded 7,5. [goo.gl/8Utn](http://goo.gl/8Utn)
- 2001 – 2003 **Computer Science – Vrije Universiteit, Amsterdam, The Netherlands**  
Software Engineering, Computer Networks, Programming; Switched after two years.

## EXTRA CURRICULAR

- 2006 – 2008 **Chairman Website committee – Student Surf Society D.E.R.M. (350 members)**  
Design and maintenance of multiple websites and server administration.
- 2005 – 2007 **Board of Advisors – Student Surf Society D.E.R.M.**  
Performed evaluative and advisory role for Board of Directors. Tailored new five-year plan.
- 2004 – 2005 **Material Commissioner, Board of Directors – Student Surf Society D.E.R.M.**  
Full-time position. Formed and implemented of policy for the society. directed daily- and long-term activities (organized trips, developed regulations). Managed, maintained and expanded the surf material lot (budget 100K euro). Oversaw subcommittees, e.g.: Material-, Bus- and Website committee (2 - 5 people each).
- 2003 – 2004 **Secretary and founder Media committee – Student Surf Society D.E.R.M.**  
Produced photographic and movie documentaries, created a DVD with these productions.
- 2002 – 2003 **Almanac committee – Student Surf Society D.E.R.M.**  
Performed visual design and DTP activities, created the annual almanac, 300 copies.
- 2001 – 2002 **DTP committee – Student Society A.S.C./A.V.S.V. (3400 members)**  
Designed and created booklets, flyers, stickers and tickets in honour of lustrum celebrations.

## SKILLS

### PROGRAMMING

<b>Web Mark-up</b>	HTML, CSS	Excellent
	XML / RDF / OWL	Very Good
<b>Web Scripting</b>	Javascript	Good
	PHP / MySQL	Proficient

### PROGRAMS

<b>Adobe Creative Suite</b>	Photoshop, Fireworks, Illustrator, InDesign	Very Good
	Premiere Pro, After Effects	Good

### LANGUAGES

	Reading	Writing	Speaking
<b>Dutch</b>	Mother Tongue	Mother Tongue	Mother Tongue
<b>English</b>	Native Speaker	Native Speaker	Native Speaker
<b>German</b>	Excellent	Good	Good
<b>French</b>	Reasonable	Basic	Basic

## OTHER INFORMATION

### WEBSITE

vanhelbergen.com

### HOBBIES & INTERESTS

<b>(Fun)sports</b>	(Wind/Kite)surfing, Snow/Skateboarding, Breakdancing, Ninjutsu
<b>Art</b>	Graphic Design, Street Art, Film Montage and Special Effects
<b>Music</b>	Turntablism (DJ-ing)

### REFERENCES

Available on request