

R.M.M. (René) Scheffer MSc

Design and management of Digital Business supporting products

Profile

I am a researcher, analyst, product designer and design manager with 25 years of experience in designing expert systems, dashboards, and business process & communication supporting apps and tools. With roots in information ergonomics and human computer interaction I believe that a good understanding of the context of use helps in designing the right thing and designing it right.

Want to know more on how I work? See my portfolio at <https://portfolio.renescheffer.nl>

Personal info

✉ info@renescheffer.nl

in www.linkedin.com/in/renescheffer

📍 Utrecht, The Netherlands

Experience

Principle UX designer/Partner

Keen Design B.V. | Feb 2012 - Feb 2022

- Helped shaping Keens business proposals and operations on areas as HR and (internal) automation
- Mentored and coached UX designers of Keen Design.

Design lead

Keen Design B.V. | Feb 2012 - Dec 2021

- Translated customer questions and needs to research and design activities and product requirements. Coordinated Keens UX project activities from presales to product release.
- UX/market research, conceptual design and UX architecture, product owner, interim product management.
- First contact on UX issues for Keens project customers, such as: SURFnet/SURF, Mavim, NedGraphics, Cyclomedia, Brainnet, iCov, University Utrecht, Erasmus University, Fifth play, Pon, Gemeente Nijmegen and Gemeente Woerden.

User eXperience consultant

Keen Design B.V. | Feb 2006 - Feb 2012

- Strategic consultancy, UX research, conceptual design and UX architecture.
- Worked for: Alliander, SURFnet, Rabobank, Mijn Domein, Belastingdienst, Reed Business and Rijkswaterstaat Utrecht among others.

R.M.M. (René) Scheffer MSc

Design and management of Digital Business supporting products

Experience - continuation

Sr User Interface Designer

Informaat B.V. | Sep 1997 - Jan 2006

- Advised on usability issues and designed the interaction of digital products and systems.
- Worked for: PGGM, Nationale Nederlanden, Centraal Beheer, Ministerie VROM, Belastingdienst, Gemeentelijk Havenbedrijf Rotterdam, Vanderlande Industries among others.

Researcher Information Ergonomics

Eindhoven University of Technology | Dec 1995 - Aug 1997

- Worked at the Institute of Perception Research (IPO).
- Fields of research: Information visualization and Multi-modal interaction.

Voluntair

Stichting Beurzen Hoograven | Dec 2008 - Sep 2020

- Data security and privacy officer. Management and automation of all information stored on behalf of the child clothing and toys fair in neighborhood Hoograven, Utrecht, such as addresses, email addresses, phone numbers, bank account information and sales information. The fair was held three times a year and was ran by 80 volunteers who served 300 sale participants and over 800 visitors.
- Design and Development of a point of sales and participant registration system linked to the website.

Education

Ir/MSc Technology and Society (TeMa) – Techniek, Communicatie & Ontwerp

Eindhoven University of Technology | 1990 - 1995

- Graduated on Task analyses techniques and tools for Interactive Systems and Services at KPN research, Groningen, The Netherlands.

Electrotechnical Engineering - propaedeutic year

Eindhoven University of Technology | 1988 – 1990

R.M.M. (René) Scheffer MSc

Design and management of Digital Business supporting products

Certificates

Profesional Scrum Product Owner I, nr 911593

Scrum.org, January 2023

UX Management specialty, nr 1033647

Nielsen Norman Group, August 2020

Agile Foundation Certificate, nr 4096

DSDM Consortium & Agile Consortium – 8th September 2014

Analyses with UML

ISES International - 14th October 2005

Hard Skills

- Customer Journey Mapping + Persona's, Wireframing + story boards (Figma, Sketch, Axure)
- Usability testing, Inquiries Product Visions, Business Model Canvas
- Data visualization on Dashboard and in Excel
- Scrum + Kanban, Lean UX Product roadmap, Design sprint, Implementing design systems
- Specifications in UML
- Accessibility, Privacy (GDPR), Data security
- Programming: (PHP, Python, CSS, Javascript MySQL, XML/XSLT, Visual Basic)

Soft Skills

- Coach, Mentor
- Empathic, user centric thinker
- Team player
- Active listener
- Design Thinker
- Future focused problem solver