

## **BARTH WAHLEN**

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### **EXPERIENCE**

#### **Blast Radius**

sr. Experience Architect

Amsterdam, NL  
8 / 2009 – present

I was first hired as a freelancer to do pitch work for Blast Radius. After winning these pitches they promptly offered me a permanent role. Since then I've been involved in various interesting projects that all had a completely different nature but there certainly was a common denominator; social media, mobile and digital ecosystems.

**ACCOUNTS**      **Michelin, Nokia, Nivea, EA games, Louis Vuitton**

**ACTIVITIES**      UXD design , pitch work, social media integration, concepts, strategy, digital-ecosystem planning, client workshops

#### **Tribal DDB**

sr. Experience Architect

Amsterdam, NL  
2008 – 2009

Tribal DDB Amsterdam is an award winning digital marketing agency with a strong reputation for strategic thinking and excellent creative work. I chose to work there to learn more about user experience design in the advertising field. It proved to be a challenging task since the company barely had any history with user experience design. It was not hard to convince my colleagues of the value of my skill and as a result I got the opportunity to take part in a wide variety of interesting projects. One of the projects we did for Philips won the 2009 Film Grand Prix in Cannes.

**ACCOUNTS**      **Audi, Philips, Grolsch, KLM, Red Bull, Centraal Beheer, Achmea**

**ACTIVITIES**      UXD design, social media integration, concepts for mobile, strategy, expert reviews, workshops

#### **LBI / Lost Boys**

Creative Lead

Amsterdam, NL  
2007 – 2008

Early 2007 I was ready for a new challenge and decided it was time to move to Amsterdam. I felt this step would offer me a broader experience. I joined Lost Boys to experience the diversity of a full service online agency. It proved to be an interesting challenge that allowed me to express my creative talent on a number of platforms and campaign sites.

**ACCOUNTS**      **Hi, Nuon, Planet, KPN, FBTO, Fortis, USG People, Volkswagen**

**ACTIVITIES** Final responsibility for creative development of projects, leading and motivating the creative team within projects, UXD design, expert reviews, client workshops, pitch work

## **Vodafone**

Maastricht, NL

**Experience Designer**

2005 – 2007

As of 2006 the Vodafone management explicitly emphasized the importance of online business. This offered me the unique opportunity to expand my experience on many aspects of the field. I worked with agencies like PPGH/JWT, Blast Radius and Satama on a number of challenging projects

**ACCOUNTS** *client-side*

**ACTIVITIES** Reviewed and briefed design agencies, UXD design, introduction of web standards and regulations, optimizing CTR rates, SEO implementation, web analytics implementation

## **Unilogic**

Sittard, NL

**Web Design Lead**

2003 – 2004

As a full service IT company, Unilogic deploys digital solutions for the educational market. I was involved in a side project of the company: a small team of developers and designers who worked on several interesting internet- and intranet e-learning projects.

**ACCOUNTS** **Various organizations in the educational sector**

**ACTIVITIES** User experience design, web design, workshops and presentations

## **The Vison Web**

Eindhoven, NL

**Web Designer**

1999 – 2003

“A networking organization with a decentralized-, horizontal structure” may be the best way to describe The Vision Web. A company where people work in business units by a unique concept. We were allowed to form a small team, working with our own budgets and targets. For me this was a very interesting way to learn how to run a small company.

**ACCOUNTS** **Dutch air force (Luchtmacht), TPG post (Dutch mail company), ALH car lease**

**ACTIVITIES** Pitches, concept development, web design, also involved in the organizational aspects of running a (small-) business unit

## **EDUCATION**

2005 – 2007 **Architectural Design**, Art Academy Maastricht

1994 – 1998 **Information Technology**, Hogeschool Zuyd Heerlen

2000 – 2010 Various courses (software tools, business/client-communication, work methods, presentation methods)

## **PERSONAL CHARACTERISTICS**

- Original and creative, out-of-the box thinker
- Strong sense for trends and consumer needs
- “Getting the job done” - mentality
- Critical- and analytical thinker
- Innovative- and dynamic approach of projects

## **ADDITIONAL**

As a member of a local New Media group named *Destructief*, I take part in experiments with generative- and interactive installations. These are made with Processing (<http://www.processing.org>) or VVVV/Meso (<http://www.vvvv.org>).

The group exposes it's work on regular basis and is subsidised by the province Limburg.