

MARIJKE JORRITSMA

MARIJKEJORRITSMA@GMAIL.COM

SELECTED EXPERIENCE

- Present User Experience/Interaction Design Intern, NASA Jet Propulsion Laboratory, Human Interfaces Group/Ops Lab
Employ user-centered design methods to design augmented reality, virtual, and web based software experiences for NASA operations systems such as spacecraft design and control. The Human Interfaces group researches, designs, prototypes and develops new ways for users to interact with operations.
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- 2015-16 Researcher, Virtual Reality Lab, NYU Courant School of Mathematics and Computer Science/Tandon School of Engineering
Reviewed research on UX design for virtual reality interfaces.
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- 2015-16 Data and User Experience Research Fellow, MusEd (Music Experience Design) Lab, NYU
Designed and collected user research for various applications using interviews, surveys, heat-map tracking, A/B testing, and interaction playback for all products. Developed a database for user testing for easy collection and retrieval of user feedback and suggested new designs based on data.
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- 2015 User Experience Designer, Gotham Space Agency, New York
Lead user research efforts to inform the design of an educational space science website.
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- 2012 - Present Interactive/Front End Designer, Freelance
Conceptualize and design responsive websites and experiences using HTML5, CSS3, and Javascript.

RELEVANT COURSES AND TRAINING

Combine: Program for High Potential Media Startups, NYC Media Lab/NYU Music Experience Design (MusEd) Lab

This training was part of a tech startup incubator program that prepares New York City university affiliated groups for commercialization of their technologies. Utilizing the “Lean Launchpad” approach to business model development, the course requires that participants interview 100 potential customers over a 3-month period. The workshop is part of ongoing user research fellowship with the NYU Music Experience Design (MusEd) Lab.

Data Visualization from 2D to 4D, Arlene Dacao, Integrated Digital Media

A survey of data collection, classification, and visualization in 2D through 4D mediums. Projects include a map of New York City’s 194,072 trees that contain the highest amount of anthocyanin and an app that creates polygonal portraits based on the diversity of one’s social media feed.

User Experience Design, Dana Karwas, Integrated Digital Media

This course covered the UX design process as it relates to interactive interfaces found in websites, mobile apps, hardware, devices, and events. Projects for this class include designing an educational portal for the non-profit start-up Gotham Space Agency and redesigning the controls for the MusEd Lab’s “Groove Pizza” drum machine.

Game Design Research, Andy Nealen, Computer Science

A focus on the emerging field of game design research as it applies to computer science. My research for this class focused on the application of behavioral economics, heuristics, and skill mastery to the use of artificial intelligence in game testing.

EDUCATION AND AWARDS

- 2016 M.S., Integrated Digital Media, New York University, Tandon School of Engineering
2015-16 NYU Tandon School of Engineering Graduate Merit Scholarship
2015-16 Integrated Digital Media Graduate Merit Scholarship
2005 B.F.A., Major in Film, San Francisco Art Institute

SOFTWARE/LANGUAGES

HTML, CSS, Javascript, WebVR, Maya, Unity, Photoshop, Illustrator, InDesign, Axure, Premier, Google Docs/Sheets/Forms/Analytics