

# Curriculum Vitae – Kevin Swelsen

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## Personal Information

Name: K.J.M. Swelsen (Kevin)  
Nationality: Dutch  
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City: Baarn  
Country: The Netherlands



## Work experience

- 2017 – 2019 **Wehkamp**  
Lead Experimentation & Analytics  
Zwolle, The Netherlands
- Experimentation & Analytics strategy
  - Building an experimentation team and culture
  - Teamlead of 6 FTE
- 2016 – 2017 **Netprofiler**  
Client Service Manager  
Amstelveen, Netherlands
- Responsible for all Analytics/CRO projects
  - Responsible for development of consultants
  - Sales targets
  - Client Strategy
- 2014 – 2017 **Netprofiler**  
Senior Analytics & Conversion  
Optimization Consultant  
Amstelveen, Netherlands
- Digital Analytics
  - Tag Management
  - Conversion Rate Optimization
  - A/B Testing
- 2013 – 2014 **Capgemini**  
UX & Web Analytics Consultant  
Digital Customer Experience Division  
Utrecht, Netherlands
- Digital Analytics
  - Tag Management
  - Usability testing
  - Conversion Rate Optimization
  - A/B Testing
- 2012 – 2013 **Adversitement Group**  
Web Analist & Usability Researcher  
Uden, Netherlands
- UX Research
  - A/B Testing
- 2006 – 2008 **Zuyd University**  
Student Assistant  
Heerlen, Netherlands

2007 – 2007	<u>Mapscape B.V.</u> Undergraduate Intern Web Development & Usability	Eindhoven, Netherlands
2006 – 2006	<u>Maastricht Hospital</u> Undergraduate Intern Web Development	Maastricht, Netherlands

### Professional Certification & Training

- HFI Certified Usability Analyst (2013)
- Google Analytics IQ (2013)
- Capgemini Academy - Scrum Training (2013)
- IBM Tealeaf Certified Business Analyst (2014)
- Webtrends Certified Professional (2014)
- Webtrends Certified Digital Analyst (2014)
- Tealium IQ Certification (2015)
- Adobe Partner Training (2015)
- Tealium Audiencestream Certification (2016)
- Relay42 Partner Training (2016)

### Publications

Khan, V.-J., Bremmers, L., Fu, K., Stals, S., Swelsen, K., & IJsselsteijn, W. (2012). Kidzframe: Supporting Awareness in the Daycare. *International Journal on Information Technology*, 2, 40-45.

Graus, M.P., Willemsen, M.C. & Swelsen, K.J.M. (2015). Understanding real-life website adaptations by investigating the relations between user behavior and user experience. In F. Ricci, K. Bontcheva, S. Lawless & O Conlan (Eds.), *User modeling, adaptation and personalization : 23rd International Conference, UMAP 2015, Dublin, Ireland, June 29 -- July 3, 2015.*

### Education

2010 - 2013	<u>Eindhoven University of Technology</u> Human Technology Interaction Master	Eindhoven, Netherlands
	<ul style="list-style-type: none"> <li>• Usability</li> <li>• Analytics</li> <li>• Decision making</li> <li>• Consumer Behavior</li> </ul>	
2011 - 2012	<u>University of California, Berkeley</u> School of Information Graduate Exchange Program	Berkeley, California, USA
	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• Usability</li> <li>• Information Systems</li> </ul>	
2008 - 2010	<u>Eindhoven University of Technology</u> Human Technology Interaction Pre-Master	Eindhoven, Netherlands

2004 - 2008    Zuyd University  
Computer Science  
Bachelor  
Heerlen, Netherlands

- Programming (C#, Java, Javascript)
- Database Technology
- Information systems

2007 - 2007    Missouri State University  
Computer Science  
Undergraduate Exchange Program  
Springfield, Missouri, USA

**Languages**

Dutch:            Native  
English:         Fluent (TOEFL Score: 113, 2011)  
German:         Professional Proficiency