

# Curriculum Vitae 2025



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Languages	<b>Dutch and English</b>

## Specialties

Digital Transformation, Building Design Teams, Digital Product Design, Interaction Design (IXD), User Experience (UX), Customer Experience (CX), Service Design (SD), Coaching, Strategy, Concepting, Information Architecture, Mobile, Responsive and Adaptive User Interfaces (UI), Rapid Prototyping and Visual Design.

## Tools

Figma / Sketch / Adobe CC / InVision / Miro / MURAL / Principle / Axure / Flinto / ProtoPie / Marvel / Framer / Zeplin / Abstract / Atlassian / Microsoft / Slack / Notion

## Work Experience

### Chief Awesomeness Officer

January 2013 – Present

**I Love Interaction Design** • Helping brands with awesome strategies, setting up awesome design teams, building awesome design systems, helping on awesome big complex UX/CX projects, structuring the way of working, ramping up the design maturity, product development and digital transformations for brands like eBay, Sonos, Philips, Adidas, Heineken, KLM - Air France, Rabobank, ABN AMRO, ING, Nationale Nederlanden, Staples, D-reizen, Swapfiets, Carglass®, Zoover/Weeronline, EVBox. Worked in collaboration with agencies: Fabrique, Jungle Minds, Mirabeau, Chunk, M2mobi, Boomerang Create, Informaat, Born05, Wunder and Bankai.

## Senior Product Designer

**Freelance** • Juni 2024 – Present

**Carglass®** • Optimizing and improving the customer journey focused on the bookings funnel. Doing multiple A/B tests and qualitative research with customers in Carglass® Service Centers. Worked on the appointment section, Damage assessment and other features.

## Senior Product Designer

**Freelance** • Juni 2024 – Juli 2024 • 2 months

**Sumthing** • Helping on some small design challenges.

## Service Designer – Smart Home App

**Freelance** • February 2024 – Augustus 2024 • 6 months

**KlikAanKlikUit** • Helping to better understand the customer journey and make their Smart Home App more intuitive, easier to use and that it connects better with the needs of their customers. Relatively small assignment.

## Board Member - Treasurer

January 2021 – December 2023 • 3 years

**IxDA Nederland** • Taking over an old organization and setting up a new one, by arranging the KvK registration, the UBO registration, bank account, setting up administration and responsible for new sponsors and partners.

## Graduation Supervisor CMD

**Freelance** • February 2021 – September 2023 • 2 years and 8 months

**Hogeschool van Amsterdam** • Coaching, helping, and guiding four students with their final school project. Giving advice on research, design thinking and product design.

## Lead Design

**Freelance** • 2014 –2024 • Various

**Brenntag** • Worked on the E-commerce Business to Business platforms for Brenntag. Focused on Track and Trace, setting up a design system and building dynamic prototypes within Figma using variables. Discovered and researched the flow from order till receiving orders and one step beyond. Helped starting up a design team and building the design community within Brenntag. Helped with improved strategies on the way of working. Creating a better collaboration between design and other disciplines.

**Heineken** • Worked on improving the existing E-commerce Business to Business platforms for Heineken. Focused on Mexico, Brazil, and South Africa. Setting up an internal design team and building the design community within Heineken. Helped with improved strategies on the way of working and creating a better collaboration between design and development.

**Swapfiets** • Coaching the design team, working on their individual soft and hard skills. Building on team balance and effectiveness. Supporting them with a strategy for design within the company.

**Nationale-Nederlanden** • Working on concepts and strategies to solve the mystery of pensions. Make it insightful for everyone. Mainly worked on the portals for Employers, Brokers and Participants. Also, very active in setting up a Design System to collaborate better with designers and developers.

**Zoover / Weeronline** • At Zoover/Weeronline I worked on strategy, future concepts, day-to-day production, and a sustainable design language system, leading a team of awesome individuals. Work included research, visual design, and interaction design.

**inSided** • Cooperative lead of the Front-end and UX team, educating and improving team efficiency. Planning capacity and optimization of the UX and front-end team. Introduced a design system, pattern library and weekly design sessions. Worked on customer communities including Sonos, Soundcloud and Philips.

**D-rt Group B.V.** • Building a team, training, motivating and inspiring upcoming designers to function independently as a UX team. I designed concepts for the e-commerce websites of VakantieXperts.nl and D-reizen.nl.

**Fansz** • Advising and supporting the creation of a startup. Building a UX team of Managing Designers, Interaction Designers and Front-enders. Hands-on development of concepts and insight into production and product flows.

## Senior Design/Consultant

**Freelance** • 2013 – 2024 • Various

**DPG Media** • Worked on the cancelation flow for DPG Media. Mainly to truly understanding the behaviour and reasoning of customers that want to cancel their newspaper or magazine subscription. Worked on several experiments and concepts to help customers in their needs.

**Mobiquity** • Working for the international bank of Kuwait. Focusing on onboarding new customers for a new banking experience. Also working on a design system and personal finance management.

**NOVO** • Helping this small but ambitious e-learning startup with design thinking, working culture, brand strategy, brand identity, customer journey, jobs-to-be-done, many product improvements, North Star vision and a future-proof customer-orientated user experience.

**Marktplaats (eBay)** • Worked on concepts and strategies for search, filters, result pages, overview pages, detail pages, display advertisement and Admarkt enhancement. Also set up a Design Language System and other company-wide innovations.

**Fabrique** • Designing in collaboration for the launch of Prospery: an awesome fintech start-up offering digital asset management combined with expert personal coaching.

**Air France / KLM** • Supporting the aftersales process of KLM.com and Airfrance.com. Worked on the landing page, my trips, my profile, notifications and transformed the mobile pages for enhanced user experience.

**Philips** • Research & Development project in the Philips Health program for stress awareness.

**Rabobank** • Online web experience of the banking app.

## Design/Consultant

**Freelance** • August 2012 – December 2015 • Various

**EVBox** • Concept and design of the User Experience of on-boarding new customers with focus on the customer portal.

**Adidas** • User Experience for E-commerce, focused on the store finder, checkout and personal account.

**Heineken** • Awesome project with M2mobi and Boomerang Create on narrowing the gap between catering and retail.

**ABN-AMRO** • Created concepts for the redesign of the ABN AMRO Intranet in collaboration with Born05.

**Emark** • Worked on system segmentation tool and email editor.

- Seqwood** • Worked for clients such as Staples, HEMA, Kitsch Kitchen, Voorkappers, and mostly designed responsive e-commerce platforms.
- ING** • Worked on the mobile banking app features: auto suggest, address book and 'call me now'.
- RTV Noord-Holland** • Art direction and optimization of the user experience. Responsible for everything design related.
- Hostnet** • Redesigning and optimizing the user experience of the Customer Portal
- Service2Media** • Responsible for the official Marco Borsato website, the AJAX mobile app and various mobile apps for Arabic clients.

## Volunteer experience

January 2021 – January 2024 • 3 years

**Stichting IxDA Nederland** • Treasurer hosting and organizing design-related events.

October 2019 – June 2020 • 9 months

**DesignX Community** • Chapter Lead: hosting and organizing design-related events.

November 2012 – April 2017 • 4 years and 6 months

**TEDxAmsterdam** • Hands-on involvement in successful delivery of events.

## Education

- 2007 - 2008      MA: Interaction Design  
**University of Portsmouth via HKU**  
Ambient Intelligence, Physical Computing, RFID, Designing Hybrid Wearables
- 2006 - 2007      Minor: Communication Science  
**University of Amsterdam (UVA)**  
Communication Advice and General Communication Science
- 2006 - 2007      Minor: Computer Arts and Visual Effects  
**University of the Arts Utrecht (HKU)**  
Animation Techniques, Adobe After Effects, Adobe Premiere, Maya, 3ds Max
- 2004 - 2007      Bachelor: Interaction Design  
**University of the Arts Utrecht (HKU)**  
Cognitive Psychology, Ergonomics, Usability Testing, Conceptualization and Design Thinking, Brainstorming and Group Dynamics, Project Management, Physical Computing, Narrativity, Audiovisual Design
- 1999 - 2000      Graphic Design  
**Graphic Lyceum Utrecht**  
Design Techniques, Press and Printing Techniques, Visualization, Technical Drawing, QuarkXPress, Adobe Photoshop, Adobe Illustrator