

Curriculum Vitae 2023



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Place of Birth	Amsterdam
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Languages	Dutch and English

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

Owner

January 2013 – Present • 10 year+

I Love Interaction Design • Helping brands with strategy, setting up design teams, building design systems, helping on 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, Zoover/Weeronline, EVBox. Worked in collaboration with agencies: Fabrique, Jungle Minds, Mirabeau, Chunk, M2mobi, Boomerang Create, Informaat, Born05 and Bankai.

Lead Designer - Digital Transformation - Supply Chain

Freelance • January 2023 – Present • 8 months+

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.

Board Member - Treasurer

January 2021 – Present • 2 year+

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 – Present • 2 year+

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

Product Design Lead Global e-Business

Freelance • Augustus 2021 – December 2022 • 1 year and 5 months

Heineken • Worked on the E-commerce Business to Business platforms for Heineken. Focused on Mexico, Brazil, and South Africa. Improved user flows and created consistency within all the different platforms. Starting up a design team and building the design community within Heineken. Helped with improved strategies on the way of working. Creating a better collaboration between design and development.

Lead User Research & Design

Freelance • May 2021 – September 2021 • 5 months

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.

Senior Product Designer

Freelance • December 2020 – July 2021 • 8 months

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.

Lead User Experience Digital - Pension New Business

Freelance • April 2019 – December 2020 • 1 year and 9 months

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.

Strategic Advisor

Freelance • January 2019 – June 2019 • 6 months

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.

Senior Product Designer

Freelance • July 2017 – January 2019 • 1 year 7 months

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.

Lead User Experience

Freelance • November 2014 – August 2017 • Various

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 User Experience Designer/Consultant

Freelance • September 2013 – February 2017 • Various

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 and development project in the Philips Health program.

Rabobank • Online web experience of the banking app.

User Experience Designer/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'.

Head of Design New Media

Permanent • September 2011 – February 2013 • 1 year 6 months

RTV Noord-Holland • Art direction and optimization of the user experience. Responsible for everything design related.

Senior User Experience Designer

Permanent • January 2011 – August 2011 • 7 months

Hostnet • Redesigning and optimizing the user experience of the Customer Portal

Senior Interaction Designer

Permanent • February 2010 – November 2010 • 10 months

Service2Media • Responsible for the official Marco Borsato website, the AJAX mobile app and various mobile apps for Arabic clients.

Volunteer experience

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

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| 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