

# Curriculum Vitae 2021



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## Tools

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

## Work Experience

### Lead/Senior Product Designer and Experience Expert (IxD/UX/CX)

**My own company** • January 2013 – Present • 8+ years

#### **I Love Interaction Design**

Specialties: Leadership, Coaching, Building Teams, Product Design, Interaction Design (IxD), User Experience (UX), Customer Experience (CX), Service Design (SD), Strategy, Concepting, Information Architecture, Mobile, Responsive and Adaptive User Interfaces (UI), Rapid Prototyping, Usability Testing and Visual Design.

Working on big UX projects for brands like eBay, Sonos, Soundcloud, Philips, Adidas, Heineken, KLM, Air France, Rabobank, ABN AMRO, ING, Nationale-Nederlanden, Staples, D-rt Group, Zoover/Weeronline, EVBox, Emark and inSided. Worked in collaboration with agencies: Fabrique, Jungle Minds, Mirabeau, Chunk, M2mobi, Boomerang Create, Informaat, Born05 and Bankai.

## Graduation Supervisor CMD

**Freelance** • February 2021 – Present

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

## Senior Product Designer

**Freelance** • December 2020 – Present

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

## Board member - Treasurer

**Permanent** • January 2020 – Present

**IxDA** • As a board member, I'm responsible for running the treasury of IxDA including cash and liquidity management, risk management, and corporate finance. Also helping out on strategy, new ideas and freshening up the IxDA community.

## 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, brand principles, 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** • Registration, website and mobile app. 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