



With over 16 years in UX, I design meaningful digital products for healthcare, blockchain, & the IoT.

## Design Work

### SENIOR UX DESIGNER (FREELANCE)

Nationale-Nederlanden: January 2019 – Present

- Developing strategy, interaction/visual design, & prototypes for 4 B2B pension web apps
- Implementing Agile processes across 6+ business, design, & development teams
- Expanding NN brand with new design principles & patterns in real-world cases

### FOUNDER, DESIGN COACH, & SENIOR UX DESIGNER (FREELANCE)

The Greatness Studio: December 2016 – Present

- Founded and engage an invite-only community of 100+ UX professionals
- Have coached 11 individuals & 6 startups, facilitated 16 workshops, & given 20 talks

### UX LEAD (REMOTE, FREELANCE)

MaxData, Tel Aviv: December 2017 – March 2018

- Worked directly with 2 designers, 2 blockchain developers, & 3 C-level executives
- Delivered 2 journey maps, 92 wireframes, 3 prototypes, & detailed specifications

### SENIOR USER EXPERIENCE DESIGNER

Philips Digital Innovation, Amsterdam: December 2013 - May 2017

- Worked on over 30 projects, winning 2 design awards
- Launched 14 web & mobile products using SAFe Agile and Lean Startup methods

### PRODUCT OWNER & CREATIVE LEAD, MENTAL VITALITY

Philips Emerging Businesses, Eindhoven: January 2016 - December 2016

- Served in our steering committee and led a team of 6 designers
- We pivoted our product vision, designed, & validated our MVP in under 6 months

### UX CONSULTANT & MOBILE UX TEAM LEAD

User Intelligence, Amsterdam: 2010 - 2013

- Worked on over 65 digital projects for 22 clients
- Developed 6 sales pitches, 9 blog posts, 4 conference talks, and 2 workshops

### WEB & VISUAL DESIGNER (FREELANCE)

2002 – 2010

- Designed & coded 10 websites for SMB's in Germany
- Planned & executed over 30 marketing campaigns in print, outdoor, and online

## Education

### PROFESSIONAL DOCTORATE (PDENG): USER-SYSTEM INTERACTION

Eindhoven University of Technology: 2007 - 2009

### MASTER OF SCIENCE (MSC): WORK AND ORGANIZATIONAL PSYCHOLOGY

Maastricht University: 2005 - 2006

### BACHELOR OF ARTS (BA): SOCIAL SCIENCES (PSYCHOLOGY)

Maastricht University: 2002 - 2004

## Other Work

### FREELANCE ACTOR & PRODUCER

Emotion in Action: 2013 – Present

- Co-founded 12-member theatre group Computer Drama as actor and producer
- Have performed in 3 short films, 2 commercials, and 5 theatre productions

### RANKER, (VOLUNTEER)

Rank a Brand: 2015 - Present

- Ranked 15 brands on their sustainability and published reports for each
- Advise management on Rankabrand's privacy policy and website design

### UX DESIGNER (REMOTE, VOLUNTEER)

metaLab, Capetown: 2009 - 2010

- Piloted Bsmrt, a start-up mLearning service for young people in South Africa
- Defined & documented UX design/research and Quality Assurance processes

## Other Information

### TALKS & WORKSHOPS

[See more at The Greatness Studio](#)

- *The Art & Science of Product Love* (ProfsoUX 2019)
- *Design for Sustainable Engagement* (ThinkUX Haarlem 2019)
- *Ethical Questions for Data-Enriched Design* (DDEX Seminar 2018)
- *How to Build Humane Technology* (Vested Summit 2018)
- *Sustainable Habits for Love* (Closing Keynote, ProfsoUX 2018)
- *Empathy for Design* (Guest Lecture, Tilburg University)
- *Acting Techniques for Design Empathy* (UXCampNL 2017)

### ONLINE COURSES

- *Design for Love* ([Skillshare 2018](#))
- *How to Make Stuff People Love* ([Udemy 2017](#))

### SOFTWARE TOOLS

Sketch	Illustrator	Jira
Invision	Axure RP Pro	SPSS
ProtoPie	Premiere Pro	WordPress
Adobe XD	Confluence	HTML5/CSS/JS

### LANGUAGES

English - Native, Dutch - Fluent, German – Fluent