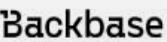








Summary:

Product-focused UX Lead who turns user insight into quantifiable results: design systems that shorten delivery time, test-driven experiments that lift conversion, and research frameworks that reduce churn. With 11+ years across fintech, retail and enterprise SaaS and several years leading international teams, I combine data, craft and people leadership to deliver product improvements that stakeholders and users both love.

Experience:

	2022-Now Lead UX Designer People Manager MEA Backbase	As a UX Designer and Consultant, I have been instrumental in revolutionizing the way financial institutions interact with their customers, providing superior user experience to a team that serves over 120 million users across 150 financial services and banks worldwide.
	2020-2022 Lead UX specialist Scotch & Soda	As the lead UX specialist, I was responsible for utilizing various methods to enhance the overall user experience of the e-commerce journey and introducing solutions to optimize conversion rates (CRO). My aim was to drive forward a seamless and intuitive experience for users, thus facilitating an increase in conversions.
	2017-2020 Senior UX Designer viaBOVAG.nl / BOVAG	As the Senior UX Designer for the Netherlands' fastest-growing car sale portal and product of the BOVAG, I had the honor of leading the ideation, wireframing, design, and user testing processes to ensure that our product was tailored to our users' needs. It was a truly rewarding experience.
	2016-2017 UX Designer Lobster Ink	As a UX designer for the leading LMS in the hospitality sector, I was entrusted with the task of creating prototypes and designing interactive applications used by some of the most prominent names in the industry, such as Hilton, Marriott, and InterContinental Hotels Group. This software was used by more than a million users and clients, making it an invaluable tool for the hospitality sector.
	2015-2016 UX/UI Designer Bleeve, Greenhome	As a UX/UI designer for a start-up specializing in green energy and sustainability, I leveraged my expertise in conversion improvement and growth hacking to significantly enhance the user experience. My work enabled the company to reach its sustainability goals while providing a seamless, intuitive user experience.
	2015-2015 UX Consultant KPN	As a UX consultant for a leading telecommunication app in the Netherlands, I conducted a comprehensive analysis of the mobile app to identify areas for improvement in its user experience and I then developed a strategy to enhance the end-user experience.
	2009-2015 UI/UX Designer Cubex cubexic.com	As a UI Designer, Project and Team Manager, I have overseen the successful completion of over fifty websites for small businesses, non-governmental organizations and organizations alike. My team, which consists of an Illustrator and a Front-End Developer, have proven themselves to be adept and reliable professionals.

Education:

2011-2013

Master of Arts

Royal Academy of Art,
The Hague
the Netherlands

2007-2011

Bachelor of Arts

Gerrit Rietveld Academy,
Amsterdam,
the Netherlands

Skills:

Figma

User Experience (UX) Design
User Interface (UI) / Visual Design
Design Systems
Accessibility in UI and UX
A/B tests / Conversion Rate Optimisation (CRO)
Interaction Design
User Research (Testing / Interviews)
UX Workshops and trainings
Low and High Fidelity Prototyping
HTML5, CSS3
Designs Ops / Design Management

Languages: 🇬🇧 English 🇳🇱 Dutch