

I can help your team innovate
I have been around the block
and never stop learning

Creating the best possible products has driven me from a very young age. I still truly enjoy the balancing act between creativity and feasibility, innovation and time-to-market, visioning and execution. Find smart ways to have your cake and eat it too.

I have been involved in a crazy variety and huge amount of projects during my 15+ years at the most versatile Design Agency in Europe. Both as a UX Director, Digital Product Designer and an Industrial Designer. It means I can draw from experience from many adjacent projects that have made it to market. To cross-pollinate and have creative leaps that produce solutions that have a competitive edge.

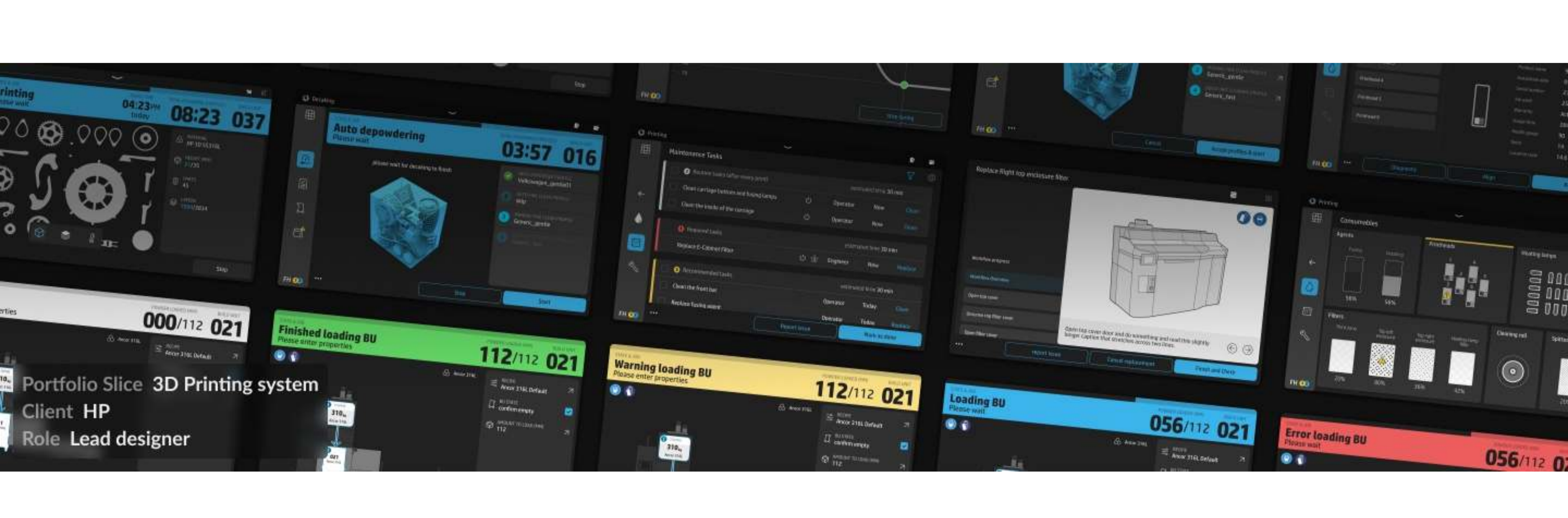
My time at VanBerlo also helped me to consider the role of design in an organization, beyond the project. From landing projects and business strategy to hiring teams and developing a process that is grounded in qualitative research and early prototyping.

Over the years I have built up domain knowledge from repeat clients in several industries. Some, but not all, examples are 3D Printing, Mobility, High Tech, Medical, and Food & Beverage.

What I consider my specialty is having impact on innovative projects at an early stage. My combination of creative confidence and a systems thinking mindset allows me to confidently set course in fields where there are no established blueprints. I can make efficient use of limited research budgets and then converge towards a functioning prototype that can be field-validated in a lean and mean fashion. The fact that my experience spans both the physical and the digital world proves very beneficial in such situations.

Recently I had the pleasure of a deep dive into Industrial Grade 3D Printing at HP Printing Solutions in the Barcelona area. It taught me to navigate a large organization with many stakeholders. And to ship acceptable solutions while working on great ones. To keep momentum and to put solutions in the hands of the ultimate stakeholder: your client.

Let me know what I can help you with!



2019 - Present HP 3D Printing, Barcelona

UX Lead

Responsible for the User Experience of a series of HPs industrial grade 3D printing devices. This learned me to navigate large organizations and to manage a diverse set of stakeholders and developers. All while aiming to keep all complexity away from the people that operate the devices on a daily basis.

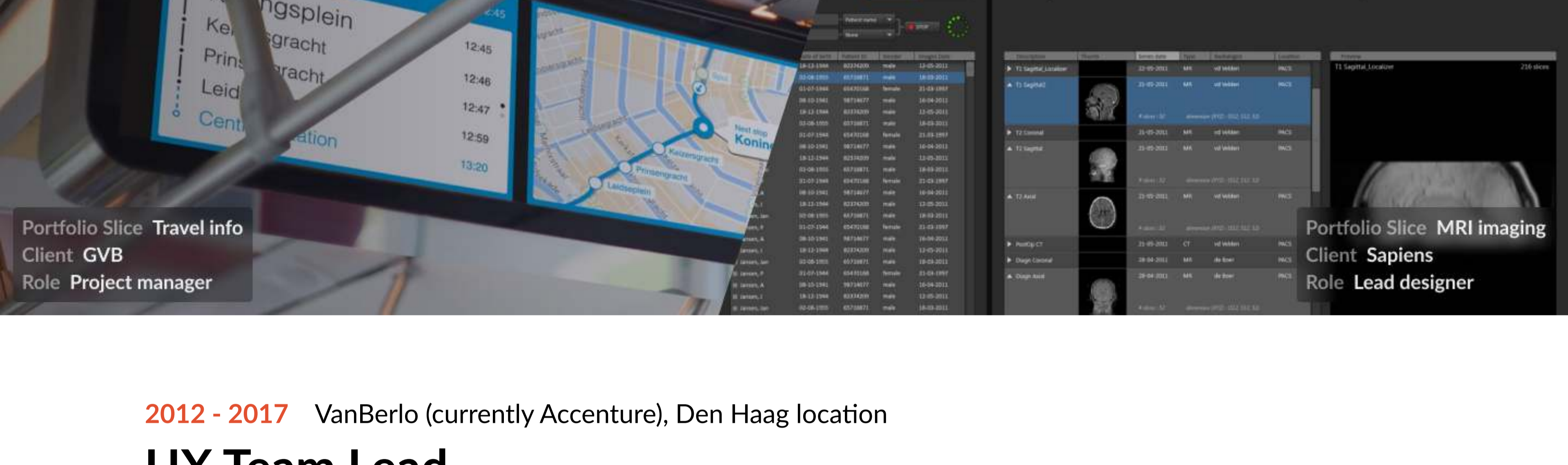
- Designing workflows (basically customer journeys / flows)
- Constant re-iterating on very complex stuff to make it dead easy
- Brainstorming & Concepting on new features
- Setting up purpose build design system
- Pixel pushing in Figma
- Developing best-practices for specification
- Advice on team composition & recruitment
- *While keeping up hands-on design skills*

2017 - 2019 VanBerlo (currently Accenture), Den Haag location

UX Director

Responsible for Direction and Quality of all User Experience within the agency. Including both inward tasks such as recruitment and best practices and outward tasks such as Business Development, Proposition Development and Lecturing.

- Business Development, Quotation writing
- Strategic Direction of UX within VanBerlo
- Creative Direction for UX in projects
- Brainstorming & Concepting (white boarding)
- Presenting results to stakeholders
- Recruitment
- Speaker, Lecturer
- *While keeping up hands-on design skills.*



2012 - 2017 VanBerlo (currently Accenture), Den Haag location

UX Team Lead

- Recruitment of UX team (8 people)
- Setting up operational aspects for UX team
- Training of UX team, Documentation of best practices
- Planning for UX team
- Business Development, Quotations & Project Management
- Brainstorming & Concepting (wireframing)
- Presenting results to stakeholders
- *While keeping up hands-on design skills.*

2010 - 2017 VanBerlo (currently Accenture), both locations

Senior Interaction Designer

Responsible for Design, Direction and Project Management of a large number of complex, UX-related projects in the domains of High-Tech, Health and Consumer Products. This learned me that a significant part of a design is decided upon at the meeting table, requiring the right Corporate Navigation skills.

- Interaction Design for various B2B and B2C clients.
- Design Lead in several large projects linking the client with the Design Team
- Business Development, Quotation writing & Project Management
- Brainstorming & Concepting (wireframing)
- Design Detailing (Figma + Adobe Creative Suite)
- Interactive Prototyping & User-testing
- Presenting results to stakeholders



2005 - 2010 VanBerlo, Eindhoven location

Senior industrial Designer

Responsible for Design, Direction and Project Management of a large number of Industrial Design projects in the domains of High-Tech, Health and Consumer Products. This learned me that to cooperate and assemble a project team for larger projects

- Industrial Design for various B2B and B2C clients.
- Design Lead in several large projects linking the client with the design team
- Business Development, Quotations & Project Management
- Brainstorming & Concepting (Sketching)
- Design Detailing (Color, Materials, Finishing)
- CAD engineering (SolidWorks)
- Presenting results to stakeholders

2001 - 2005 VanBerlo, Eindhoven location

Industrial Designer

- Industrial Design and Project Management for various B2B and B2C clients

2000 Neonis, Amsterdam Area

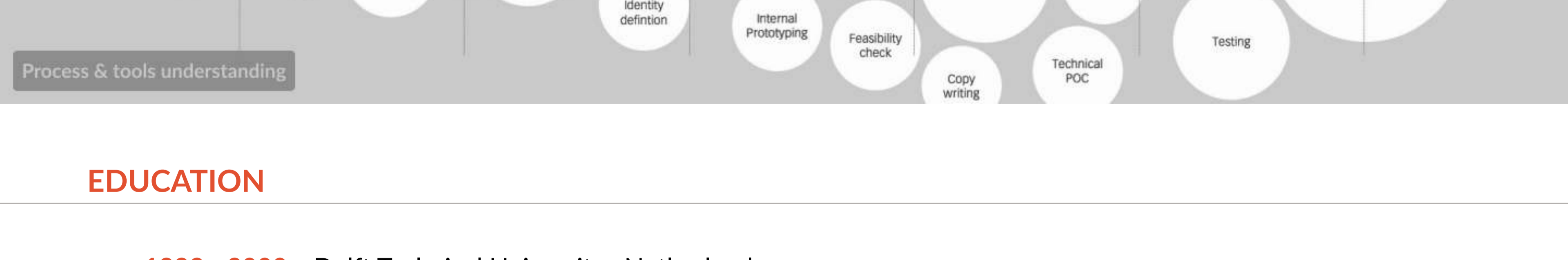
Industrial Designer

- Industrial Design for various B2B and B2C clients.
- Research Report on Public Transport

1998 NPK Design, Leiden

Industrial Design Internship

- Industrial Design for various B2B and B2C clients.
- Sketching, Model Making



EDUCATION

1992 - 2000 Delft Technical University, Netherlands

Industrial Design Engineering (msc)

- Graduated at Philips Electronics, Netherlands
- Graduation Project : User Interface for a Hard Disk Video Recorder

FIELDS

- 3D Printing (HP, Additive Industries, Ultimaker (pitch), Huntsman)
- Domestic Appliances (Philips, Saeco)
- Public transport (GVB)
- Medical & High tech (Sapiens, Philips, Phenom World)
- Energy & IOT (Bosch)
- many others

SKILLS

- Strategic Design & Design thinking
- User Experience Design & Usability
- Customer Journey mapping & Design Research
- Brainstorming & Concepting
- Design Systems
- Design Execution & Prototyping

AWARDS

- Red Dot Design Award Best of the Best
- Multiple IF Design Awards, Deutsche Preis

MISCELLANEOUS

- Dutch citizen, Proficient in English, Basic in Spanish
- Multiple patent holder
- I like riding my Gravel bike and listening to indie music...