Curricula Vitae | Max Sampimon

With a wide range of creative skills, a keen eye for detail and a background in user research, I am dedicated to creating online experiences that are user-centric, good-looking, and authentic. As digital product designer, specialized in designing User Experiences (UX) and User Interfaces (UI), I have a special interest in B2B, SaaS products, data visualisation and infographics, currently on the lookout for freelance projects or a position at an agency.

📍 **Berlin, Germany**

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🛠 Key skills and tools

Figma/Sketch/Adobe XD
Adobe CC Suite
Framer
Jira/Confluence
Figjam/Miro
Procreate
Attention to detail
Creativity
Empathy
Sticky notes
Whiteboard/marker
Analytical thinking
Research and data analysis
Presenting

🗣 Languages

🇬🇧 **English (fluent)**

🇳🇱 **Dutch (fluent)**

🇩🇪 **German (B1)**

🎓 Education

Advanced UX/UI Design Course

Oct 2023 – Feb 2024

Muse Case Labs (DE)

M.Sc. Design for Interaction

2017 – 2020

B.Sc. Industrial Product Design Engineering

2012 – 2016

Delft University of Technology (NL)

📚 Publications

Springer *Feb 2023*

Non-digital Travellers – Five Need-Based Personas to Understand Their Drivers and Needs

Verkeerskunde *Feb 2021*

Ontwerp ook digitale ov-diensten voor 3,5 miljoen 'analoge' reizigers

🗂 Work History

Freelance Infographic Designer | myne.eco

December 2024 – Current

Illustrating the vision, mission and processes of Myne.eco's metal waste sorting technology, to support communication with stakeholders

Freelance UX Design Consultant | impactid.nl

December 2024

Consulting visual designers about good practices of converting landing pages and inclusive menu structures

Freelance UX/UI Designer | oceanecowatch.org

December 2023 – July 2024

- Market and user research, interviews and usability testing
- UX design and visual design
- Landing page design, built with Squarespace

In-house UX/UI Designer | affinidi.com

September 2021 – September 2023

- Market and user research, interviews and usability testing performed to identify opportunities
- Built and maintained a Design System in Figma and Zeplin to increase transfer and implementation efficiency
- Designed and presented B2B SaaS apps related to FinTech, GovTech and online privacy

UX Researcher and Service Designer | Seamless Personal Mobility Lab (Delft University of Technology)

October 2019 – October 2020

- Guidelines to improve the user experience for demand-responsive transport (DRT) services in rural areas
- and to design mobility services for low (digital) literacy

Strategy Design Intern | Jam Visual Thinking

October 2019 – October 2020

- Guidelines to improve the user experience for demand-responsive transport (DRT) services in rural areas
- and to design mobility services for low (digital) literacy

👀 Relevant Experience

Design Sprint Facilitator | Flight Case (NL/JP)

December 2018 – July 2019

- Facilitated design sprints for five companies (Panasonic, Ricoh, Muji) in Japan
- Educated employees about Design Thinking methods

🤝 Volunteer Experience

Support/website Design | Fastlane Ukraine (NL/UA)

March 2022 – August 2022

- Redesigned the online application process for new volunteers and built with Squarespace
- Delivered humanitarian supplies to Ukraine