

VAN HUFFELEN WERNER



PERSONAL DETAILS

ROLE

Lead Product Designer

ADDRESS

Flughafenstrasse 9
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EMAIL

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WEBSITE

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SKILLS



TOOLS



EDUCATION

IDEO U

Designing Strategy
2022

DELFT, UNIVERSITY OF TECHNOLOGY

M.Sc. Strategic Product Design
2012 - 2015

DELFT, UNIVERSITY OF TECHNOLOGY

M.Sc. Retail Design
2012 - 2015

DELFT, UNIVERSITY OF TECHNOLOGY

B.Sc. Industrial Design
2006 - 2012

LANGUAGES

Dutch (Native)
English (C2)
German (C1)

I SOLVE COMPLEX PROBLEMS THROUGH STRATEGY AND DESIGN.

Hello! I'm Werner, a Lead Product Designer originally from the Netherlands, now based in Berlin. With over 8 years of experience, I specialise in designing and building businesses across various industries, both in the B2C and B2B spaces.

Known for my positive attitude, strong communication skills, resilience, and entrepreneurial spirit, I have a keen analytical mind and am results-driven, thriving on tackling challenges. My expertise includes product strategy, user experience design, and leading cross-functional teams to create innovative and user-centered products.

Outside of design, I enjoy playing games, snowboarding, and both listening to and playing electronic music.

RELEVANT EXPERIENCE

LEAD PRODUCT DESIGNER

August 2020 - August 2023

Affinidi

- Developed the design practice and products at Affinidi as the founding designer.
- Established and mentored a team of 4 designers, creating complex user interfaces for mobile, web, and developer applications.
- Collaborated closely with product managers, developers, and stakeholders to align design strategies with business objectives and KPIs.
- Led stakeholder interviews and user research to inform design decisions and validate concepts.
- Designed products from scratch by identifying user needs, conceptualizing solutions, prototyping, and conducting user testing.
- Established brand identity, design guidelines, and best practices to ensure consistency across all platforms.
- Communicated design vision and solutions to board members and teams.

SENIOR EXPERIENCE DESIGNER

July 2018 - August 2020

BCG Digital Ventures

- Responsible for designing multiple ventures and products, implementing and safeguarding design processes within teams.
- Led entry-level experience designers, defining product design strategies within various ventures.
- Guided user research and testing, developing and facilitating workshops with clients and stakeholders.
- Presented design solutions to clients and stakeholders, ensuring alignment with business goals.

EXPERIENCE DESIGNER

May 2016 - July 2018

BCG Digital Ventures

- Part of multidisciplinary teams building and launching multiple start-ups.
- Conducted user research and testing, defining product requirements based on research insights.
- Implemented product requirements into UX design concepts, creating wireframes, prototypes, and other design artifacts.
- Presented design solutions to team members and peers, ensuring user-centered design principles were upheld.

STRATEGIC DESIGN INTERN

November 2015 - May 2016

BCG Digital Ventures

- Assisted the team with research efforts, conducting user research and translating outcomes into valuable insights.
- Created personas, user journeys, and other design artifacts to inform product development.

THANK YOU FOR YOUR TIME AND CONSIDERATION!