



Lien Vandervelde

UX/UI Designer | Co-Founder at nucompany.

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Work experience.

Freelance UX/UI Designer | nucompany

Customers: Ensur, thewave, P&V verzekeringen, Vivium, Zeticon, Federale, Payflip, G&V, Cymo, BrokerCloud,...

(2021 - current)

benner podcast | nucompany

(2021 - current)

UX/UI Design Consultant | Sweet Mustard - Cronos

Customers: TVH q.one, TVH parts, Zeticon, Unilin, Van Marcke, Baloise, Vlaamse Overheid, Erfgoed Brugge, Sweet Mustard,...

(2017 - 2020)

UX Researcher | Clockwork (Ordina)

Customers: Digipolis, Proximus, Provikmo, TVH, B-Close, Lidl,...

(2015 - 2017)

Production assistent | Woestijnvis

(2014)

Education & Training.

School of branding | Postgraduaat Arteveldehogeschool

(2024 - ongoing)

Masterclass Design System | Brad Frost

(2023)

Nonviolent communication | Thera Balvers

(2022)

Coach the Coach & Feedback | Sweet Mustard

(2019)

Design Sprint with Jake Knapp | DesignBetter.co

(2019)

Event- & Projectmanagement | Arteveldehogeschool

(2011 - 2014)

Communication management | Arteveldehogeschool

(2009 - 2011)

Human sciences | KA Ninove

(2002 - 2009)

Personal values.

People first	Synergized teams
Co-creation	Authenticity
Simplicity	Agile thinking
Design thinking	Entrepreneurship
Open communication	Creativity

Expertise.

Thinking & Methodology

Design thinking | Design sprints | Agile | Creativity

Research & validation

UX strategy | User Experience Research | User interviews | Personas | User journeys | Usability testing | Heuristic evaluation

Design

UI Design | Wireframing | Interactive prototyping | Branding | Design system | Interaction design

Tools

Figma | Sketch | Invision | Axure | Adobe Experience design | Adobe Illustrator | Adobe Photoshop

Languages

Dutch (native) | English (professional) | French (limited working)

Projects.



P&V | Customer Zone (2023 - ongoing)

Redesign of the Customer Zone Portal

Co creation workshops • User & stakeholder interviews • Ideation • Wireframing • Concept creation • UX design • UI design • Prototyping • Usability testing • Report & presentation • UI library • Design system



G&V | CAPS online & CAPS Energy Finder (2022 - ongoing)

Concept design and user interface design for multiple CAPS applications.

Design sprint • UX design • Co-creation workshops • Concept creation • Prototyping • UI design • Design system



Zeticon | MediaHaven, DigiHaven, Digitaal Archief Vlaanderen (2018 - 2023)

Research and design for several Zeticon products.

UX research • User interviews • Personas • User journey • Usability testing • UI design • Wireframing
Interactive prototypes • Interaction design • Design system



CYMO | Kanika (2023)

User interface design for Kanika, an event driven back-up and restore solution.

UX design • UI design • Co creation workshops • Prototyping • Usability testing • Report & presentation
UI library • Design system



Ensor | the ensor company (2022 - 2023)

Branding for Ensor, thewave and the ensor company.

Branding vision setting • Logo design • Branding assets



Ensor | Ensor Talks (2023)

Organisation and facilitation of event series for the ensor company.

Event organisation • Marketing • Social media • Storytelling • Design Thinking Training



P&V | Life-Connect (2021 - 2023)

Redesign of the Retail Life Broker Portal.

Design team lead & coaching • Building bridge between analysis, design, business and technology • Design system
Vision setting • Customer journey • User & stakeholder interviews • Ideation • Wireframing • Concept creation
UX design • UI design • Concept validation & usability testing • Report & presentation



Trimble | Corporate website (2023)

Redesign of the Trimble website for the Belgium branche.

UX design • Co creation workshops • Concept creation • Prototyping • UI design • Design system



Vives Hogeschool | Design thinking training (2022)

Organisation and facilitation of a training focussed on the Design thinking methodology.

Set up training & concept • Design training material • Facilitation and training

Projects.



Zurich | UW workbench (2022)

UX audit and heuristic evaluation for the Retail Life Broker Portal.

UX research • UX audit • Heuristic evaluation • Ideation • Concept creation • Wireframing • Report & presentation



Payflip | Payflip application (2022)

Design & validation of a responsive prototype for the admin process of Payflip.

UX Design • User flow & journey • Prototyping • Usability testing • Report & presentation

UI design • Design system



GBL | Youbuild corporate website (2022)

Redesign of the YouBuild website. Creating one experience for multiple brands.

Persona's • UX design • Wireframing • Prototyping • Co creation workshops • Report & presentation



Federale | Car (2022)

Define and design the customer journey of new car insurance.

Workshop facilitation • Functional analysis • UX design • Wireframing • Prototyping • Report & presentation



Vivium | Mijngroepsverzekering (2021)

Define, design and validation for automation of employee benefits claims.

Design Sprint • Customer journey • Goal setting • Personas • UX Design • Prototyping • Usability testing

Report & presentation • UI design • Design system



Happy Seat (2021)

Research and design for the Happy Seat application.

UX research • UX design • UI design • Prototyping • Usability testing



nucompany | benner (2021)

Creating and hosting a podcast focussed on mental health.

Podcast • Branding vision setting • Logo design • Branding assets • Webdesign • Marketing • Storytelling



nucompany | co-founder (2021)

Founding, building and growing of the nucompany brand.

Branding vision setting • Logo design • Webdesign • Design system • Marketing • Branding assets



Baloise | B-Tonic (2020)

Design sprint for B-Tonic application, a mobile application to provides inspiration and support in achieving personal health goals.

Design sprint facilitation • Vision setting • Ideation • Prototyping • UI design • Usability testing • Report & presentation

Projects.



Unilin | Univision (2019-2020)

Value discovery and design for Unilin's Camera application.

Design sprint facilitation • Personas • Vision setting • Ideation • Concept creation • Wireframing
Prototyping • Usability testing • Report & presentation



Vlaamse Overheid | Erfgoed Brugge (2019-2020)

Quantitative and qualitative research for the Erfgoed Brugge platform.

UX research • User interviews • Personas • User journey • Workshop facilitation • Survey • Analysis
Usability testing • Heuristic evaluation • Report & presentation



Sweet Mustard | Discovery bootcamp (2019)

Shaping Sweet Mustard's Discovery Bootcamps as an offering (Design Sprints) & conducting multiple Discovery Bootcamps for Sweet Mustard's clients.

Defining and designing Sweet Mustard's offering • Facilitation and training • Design training material



TVH | q.one | Parts (2017-2019)

Research and design for several TVH products, internal and external.

UX research • Strategy workshops • User interviews • Personas • User journey • Workshop facilitation • Analysis
Usability testing • Report & presentation • Prototyping • UI design



Van Marcke | Blue mobile (2017-2019)

User research and design for Van Marcke Blue mobile application.

UX research • User interviews • Usability testing • Prototyping • Report & presentation • UI design



Provikmo | Prevention platform (2017)

Concept validation & usability testing for a customer zone of the prevention platform.

Usability testing • Report & presentation • Prototyping



Digipolis | FelixArchief | Kotweb | Samen Leven | Focus | ... (2015-2017)

User research & design for several applications for both citizens and employees of city of Antwerp.

UX research • Strategy workshops • User interviews • Personas • User journey • Workshop facilitation • Analysis
Usability testing • Report & presentation • Prototyping • UI design • Interaction design • Design system