NUCOMPANY.



Personal values.

People first	Synergized teams
Co-creation	Authenticity
Simplicity	Agile thinking
Design thinking	Entrepeneurship
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)

Lien Vandervelde

UX/UI Designer | Co-Founder at nucompany.

8 maart 1990 | Gent

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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)

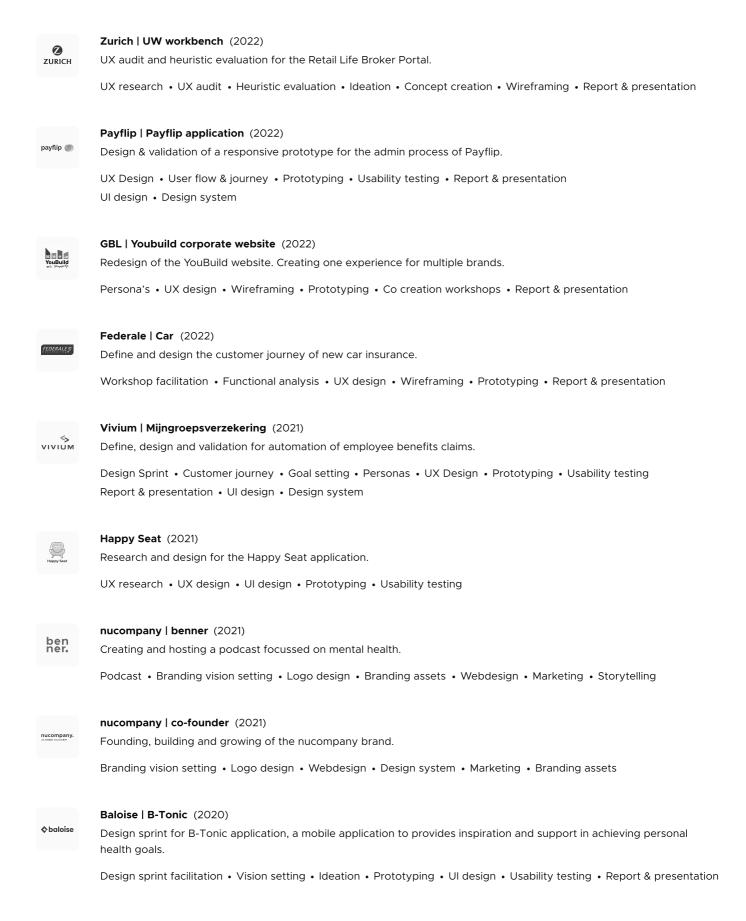
Human sciences | KA Ninove (2002 - 2009)

Projects.

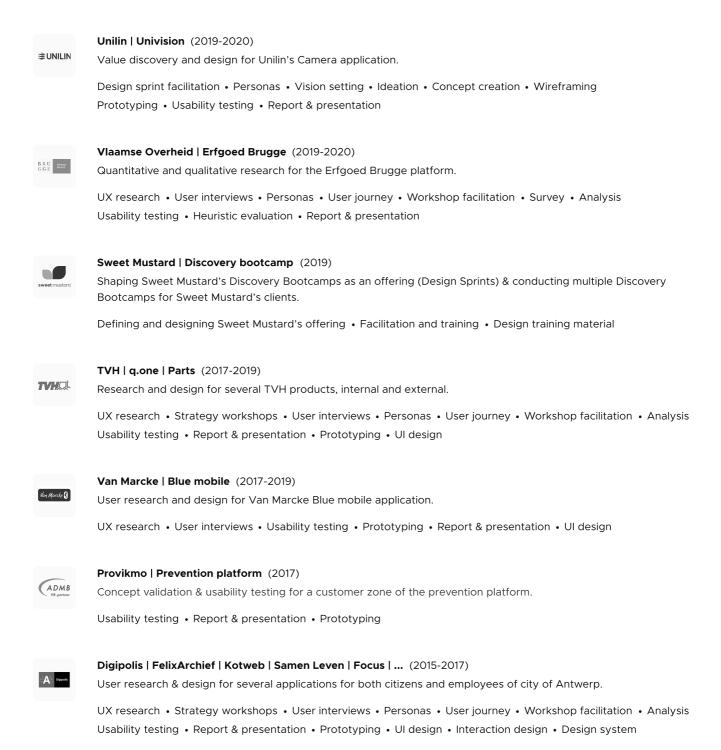
GROEP PBV	P&V Customer Zone (2023 - ongoing) Redesign of the Customer Zone Portal
	Co creation workshops • User & stakeholder interviews • Ideation • Wireframing • Concept creation • UX design • UI design • Prototyping • Usability testing • Report & presentation • UI library • Design system
	G&V CAPS 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
ETICON	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	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
\sim	Ensur the ensur company (2022 - 2023) Branding for Ensur, thewave and the ensur company.
	Branding vision setting • Logo design • Branding assets
e∩s⊍r	Ensur Ensur Talks (2023) Organisation and facilitation of event series for the ensur company.
	Event organisation • Marketing • Social media • Storytelling • Design Thinking Training
GROEP PSV	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	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	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

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Projects.



Projects.



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