

# Bart van Asperen

An experienced hands-on design leader with a proven track record of creating customer-loved products that align with business objectives. Expert in amplifying user voices and leading design teams, with a passion for customer journey-driven design thinking. Adept at fostering team cultures, supporting growth, and delivering products viewed by millions.

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## Skills

### Leadership

Building teams and cultures

Creative direction

UX strategy

Mentoring and coaching

Stakeholder management

### UX Design and Research

User-centered design

Interaction design

Visual and user interface design

Moderated research

Optimization (e.g., A/B testing)

### Technical skills

Figma, Sketch, Axure

Building Design Systems

Illustrator, Photoshop, Adobe After Effects

HTML/CSS

## Education

### Willem de Kooning Academy

Bachelor of Arts

2006 - 2010, Rotterdam

### Design Leadership

Cooper Trainings

December 2017, New York

### Scrum Master

Agile Scrum Foundation

September 2016, Amsterdam

## Work experience

### Elsevier

UX Design Lead and Design Manager • Amsterdam, London, New York, Dayton

July 2022 - Present

- Managing two flagship products (Scopus and Engineering Village)
- Driving UX strategies based on customer/user feedback and insights
- Defining product objectives and strategizing work accordingly
- Building and implementing a shared Design System for Scopus and Engineering Village
- Collaborating on monetizable innovations like ScopusAI
- Managing a multidisciplinary UX team of 9

### Elsevier

UX Design Lead • Amsterdam, London, New York, Dayton

June 2020 - June 2022

- Conducting extensive research to create customer and user journey methodologies (JTBD)
- Maturing the Scopus Design System and introducing a stage gate for quality and alignment
- Member of Scopus Management Team
- Managing a multidisciplinary UX team of 11 across Amsterdam, New York, and Dayton
- Contributing to a revenue growth of \$20 million between 2020 and 2022

## Elsevier

Senior UX Designer • Amsterdam, New York, Dayton

September 2019 - May 2020

- Leading the Scopus redesign and collaborating with key stakeholders
- Building a Design System for Scopus with a focus on accessibility and consistency

## FedEx TNT

Senior UX Designer • Hoofddorp

September 2019 - May 2020

- Managed .com domains for TNT and FedEx, overseeing 246+ localised websites.
- Successfully converted users into active customers through strategic optimisation efforts.
- Worked on the TNT Design System, and integrated it with the FedEx Design System.

## User Intelligence Consultancy

UX Designer • Amsterdam, Rotterdam

January 2016 - August, 2018

- At User Intelligence I worked as an interim UX designer at different corporate organizations, such as:  
**Philips, Adidas, KPN, and Elsevier.**
- Learned to hit the ground fast while working together with the best UX professionals in the market.

## Mindd Agency

Digital Designer, Amstelveen

September 2015 - December 2015

- Campaign for the LG G5 mobile. Awarded for best digital LG campaign worldwide.

## Quince Amsterdam

UX Designer, Amsterdam

February 2012 - August 2015

- Worked for e.g. KPN, Holland Casino, Samsung, and Nike; handled concept, execution, advising.

## Zwiers Communicatiebureau

Allround creative (Art Director, Graphic Designer, Photographer), Rotterdam

May 2010 - February 2012

- Art Director on the labor market communication for clients such as: KPMG, CZ, and Staedion.

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## Referrals

### Maaik Bloem

former Principal Designer at Elsevier

"I really enjoy working with Bart. He is a very bubbly and open person, not afraid of giving or receiving feedback. A skilled designer and great sparring partner who is pragmatic when necessary. And lastly, we always have a lot of fun working together."

### Kai Wan

Product Director at Brenntag

"Working with Bart at Elsevier was a pleasure. As a UX designer, he brought innovative ideas from the start. We collaborated on long-term UI/UX issues, and his storytelling skills revitalized our product. Bart excels in active listening, design philosophy, and customer focus. His pragmatic attitude brings clarity, transforming confusion into guidance. .... Bart's down-to-earth nature and creative tenacity make him an asset to any team or company seeking progress."

### Nicolas More

Engineering Manager at Elsevier

"Bart was the first designer that joined the Amsterdam Scopus group, joining as a Senior UX Designer in my team. There are three key characteristics that he brought to the team: collaboration, product mindset and customer obsession. He co-led the definition and implementation of our design system and demonstrated solid leadership skills, which enabled him to become a UX manager within the area. I would definitely work with Bart again."