

Resume

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Work experience

Freelance Digital Creative & UX/UI Designer at nucompany	2021 - current
UX/UI Design Consultant at Sweet Mustard - Cronos	2018 - 2020
UX/UI Designer at InSites Consulting (now Human8)	2016 - 2018
HR & Marketing Assistant at InSites Consulting (now Human8)	2016
Work & Travel in Australië - Nieuw-Zeeland - Indonesië	2014 - 2015
Marketing Assistant at DS Smith Summer job	2014

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Education & Training

School of Branding Postgraduate Arteveldehogeschool	2024
Masterclass Impactful presentations Shoow	2023
Masterclass Design System Brad Frost	2023
Nonviolent communication Thera Balvers	2022
Design Sprint with Jake Knapp DesignBetter.co	2019
Coach the Coach & Feedback Sweet Mustard	2019
Graphic Design Arteveldehogeschool Gent	2013 - 2014
Business Management - Marketing Arteveldehogeschool Gent	2010 - 2013
Economics - Modern Languages O.L.V. Hemelvaart Waregem	2003 - 2009



Branding & Marketing support

Strategy, identity, experience, presentation design, marketing support

Digital product design

Ideation, wireframing, interactive prototyping, user interface design, visual design, interaction design, style guide, design system, design for accessibility

Research & validation

User experience research, user interviews, empathy maps, customer & user journeys, usability testing, heuristic evaluation

Thinking & Methodology

Design thinking, Design sprints, Agile

Tools

Figma, Sketch, Adobe Creative Suite

Languages

Dutch (native), English (full professional), French (limited working)

Personal values

People first, authenticity, collaboration, creativity, curiosity

Projects

2025



Peripass - Yard Management Software (SaaS)

2024 - ongoing

Desktop management interface & mobile driver portal

Product design: UX/UI for features of the management interface, redesign of the mobile driver portal (research design and usability testing), redesign of the yard operator app (UI design), and creation and updates of the design system, working in agile environment

Marketing support: Creation of visuals and illustrations for sales, HR, and marketing, icon sets, and on-site signage, presentation deck design



Clean Planning - Planning solution for cleaning companies (SaaS)

2024 - ongoing

Desktop management interface & mobile application

Branding: brand strategy and brand identity creation such as logo, typography, colors

Product design: co-creation workshops, concept creation, UX design, UI design, wireframing, prototyping, concept validation, report & presentation, developer hand-off

Marketing support: website design, presentation deck design, social post templates

2024



G&V - CAPS online and Caps Energy finder

2022 - 2024

Desktop management interface & mobile application

Product design: design sprint facilitation and design, co-creation workshops, concept creation, prototyping, UX design, UI design, design system, working in agile environment



Swing - Branding project for Postgraduate School of Branding

2024

Branding: strategy, identity and experience creation for Swing, an indoor golf club.
- The brand identity was chosen by the customer, out of 8 other brand concepts.

Branding: brand strategy workshops & facilitation, competitor analysis, company analysis, target audience analysis, brand positioning, naming and baseline, concept creation, brand identity creation: logo, typography, colors, photography and motion, brand experience across different touchpoints, presentation deck design



oomar - Guidance and coaching for entrepreneurs

2024

Branding: strategy, identity and experience creation for oomar.

Branding: brand strategy workshops & facilitation, competitor analysis, company analysis, target audience analysis, brand positioning, naming and baseline, concept creation, brand identity creation: logo, typography, colors, photography and motion, brand experience across different touchpoints

Go to market strategy: strategy, planning and activities

Marketing support: website design, social post templates, presentation deck design

Projects

2024



Spar - Order management system

2024

Mobile application

Product design: design sprint, co-creation workshops, concept creation, wireframing, prototyping, UX design, UI design, usability testing, report & presentation, presentation deck design

Marketing support: presentation deck design and building the storyline



P&V verzekeringen - Digital insurance solutions

2020 - 2024

Research, design and validation, in collaboration with stakeholders and development teams in an agile environment to create customer-focused solutions, in combination with the creation, management and growth of the design system across teams and products. The digital products I worked on:

Vivium and P&V Customer Zone (2023 - 2024)

- Conducting design sprints (Booster) and A/B testing to establish a solid foundation and implement improvements
- UX/UI design, stakeholder management, and agile teamwork
- Digitized the medical acceptance process with a focus on user-friendliness, functional and technical feasibility, and efficiency

Life Broker Portal (2021 - 2023)

- (Re)designing a digital platform for brokers to streamline their processes
- UX/UI design: user research, stakeholder management, wireframing & concepting, prototyping, usability testing, agile teamwork

Employee Benefits (2021)

- Digitizing the process for the disbursement of supplementary pensions.
- Facilitated design sprint, stakeholder management, customer journey mapping, prototyping, and usability testing

NLBT (Car Insurance) (2020)

- Redesigning the existing digital solution for car insurance
- Analysing user feedback, designing intuitive interfaces, and conducting developer hand-offs



The Ensur Company - Digital Strategist and UX Business Line Lead

2021-2024

Ensur and thewave - insurance consultants

Business development: Market research and analysis, Strategic partnership development, lead generation and sales pipeline management, service positioning, internal collaboration, thought leadership and branding (podcast, interviews, organising the Ensur Talks event, creating the Ensur Insights Lab)

Marketing: Go to market strategy and plan, website design, presentation deck design, internal marketing activities, continuous marketing support (flyers, website, presentation,...)

Branding: Branding vision setting, logo design, delivering brand assets

2023













Cymo, Kannika - Event driven back-up and restore solution (SaaS)

2023









Desktop management interface

Product design: design sprint facilitation and design, co-creation workshops, concept creation, prototyping, UX design, UI design, usability testing, design system

Projects

2023		Zeticon, MediaHaven - Digital Asset Planner (SaaS) Desktop management interface	2023
Product design: co-creation workshops, UX research, user interviews, personas, user journeys, concept creation, prototyping, UX design, UI design, usability testing, design system			
2022		Vives Hogeschool - Design thinking training Organisation and facilitation of a training around Design thinking	2022
		thewave - Design thinking training Organisation and facilitation of a training around Design thinking	2022
		Payflip - Cafetariaplan (SaaS) Design sprint - Desktop management interface	2022
		Zurich - UW workbench Heuristic evaluation	2022
		Federale - Car insurance quoting Desktop management interface	2022
Product design: design sprint facilitation and design, co-creation workshops, functional analysis, customer journey, persona's, concept creation, prototyping, UX design, UI design, usability testing			
2021		Happy Seat - Filling in cancelled appointments (SaaS) Desktop management interface & mobile application	2021
Branding: brand strategy and brand identity creation such as logo, typography, colors			
Product design: design sprint facilitation and design, co-creation workshops, concept creation, UX design, UI design, wireframing, prototyping, concept validation, high-fidelity design, design system, developer hand-off			
Marketing support: website design, presentation deck design, social post templates			
		Benner - podcast Podcast around mental health	2021
2020		Baloise - Achieving personal goals Design sprint - Mobile application	2020
		Saying goodbye - Chat for anyone who lost a loved one Mobile application	2020
Product design: concept creation, prototyping, UX design, UI design, usability testing, report and presentation, working in agile environment			

Projects

2020		<p>Unilin - Shipping application Custom interface</p> <p>Product design: design sprint facilitation and design, user story mapping, concept creation, prototyping, UX design, UI design, usability testing, report and presentation, design system, working in agile environment</p>	2020
		<p>Unilin - Labeling IP Mobile application</p> <p>Product design: design sprint facilitation and design, concept creation, prototyping, UX design, UI design, usability testing, design system, developer hand-off, working in agile environment</p>	2020
2019		<p>Basketbal Vlaanderen - research Qualitative and quantitative research for Basketbal Vlaanderen's communication channels.</p> <p>Research: UX research, User interviews, personas, user journey, surveying, strategy workshops, heuristic evaluation, report and presentation</p>	2019
		<p>Cebeo - Cportal webshop Webshop</p> <p>Research: UX research, User interviews, personas, user journey, surveying, strategy workshops, heuristic evaluation, report and presentation</p> <p>Product design: design sprint facilitation and design, concept creation, prototyping, UX design, UI design, usability testing, design system, developer hand-off, working in agile environment</p>	2019
		<p>Cebeo - Cable Finder *Award Winning Design sprint - Mobile application</p>	2019
		<p>Sweet Mustard - Team mapping tool Design sprint - Desktop management interface and mobile application</p>	2019
		<p>Sweet Mustard - Discovery bootcamp (design sprint) as a service Shaping Sweet Mustards's Discovery bootcamp (design sprint) as an offering and conducting multiple.</p> <p>Activities: Vision setting of the bootcamp, defining and designing, templating, outroll, facilitation and training, designing training material</p>	2019
2018		<p>Van Marcke - Blue Mobile ordering tool Mobile application</p> <p>Product design: UX research, functional analysis, design sprint facilitation and design, concept creation, prototyping, UX design, UI design, usability testing, developer communication and hand-off, working in agile environment</p>	2018

Projects

2018



Sweet Mustard - UX/UI design consultancy & internal work

2018 - 2020

Internal work

Business development: writing and pitching proposals, prototyping for proposals, templating offers and proposals, organising events

Marketing: Facilitating go to market strategy and plan, website design, presentation deck design, internal marketing activities, continuous marketing support

2016



InSites Consulting (now Human8) - Insight Activation studio

2016

Desktop management interface and mobile interface

Product design: concept creation, prototyping, UX design, UI design, usability testing, design system, developer hand-off, agile working with cross-functional teams



InSites Consulting (now Human8) - Consumer Consulting Square

2016

Desktop management interface and mobile interface

Product design: working as a UX designer for 3 teams of developers, of which 2 in Romania and 1 in Belgium. UX research, design sprint facilitation and design, concept creation, prototyping, UX design, UI design, usability testing, design system, developer hand-off, agile working with cross-functional teams



InSites Consulting (now Human8) - Marketing and HR support

2016 - 2018

Organising, planning, blogging, marketing design support

Marketing: Designing the teambuilding magazine, designing for print, creating branding assets, presentation deck design, writing blogs,...