

Tanja de Bie – van Leeuwen
Senior UX / Product Designer
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— PROFILE —

Senior Product Designer with 25+ years of experience spanning both e-commerce and enterprise software. From optimising customer journeys and conversion at retail organisations to designing complex operational applications for airlines, mobility and engineering, I help teams simplify complexity through thoughtful UX, scalable design systems and evidence-based design.

I have been designing through every major shift in digital product design since 1997—from the early web to AI. My approach is to understand new technology through practice first, then help teams adapt how they design through research, systems thinking and collaboration rather than formal authority.

AI is now part of my daily design practice for research, synthesis, ideation and rapid prototyping. I see it as a tool that strengthens design thinking, not a substitute for it.

- Product Design: Enterprise UX & E-commerce · UX · Information architecture · Service design · Prototyping
- Design Systems: Governance · WCAG · Design QA · Developer handover
- Leadership: Stakeholder alignment · Cross-functional collaboration · Workshops · Design sprints
- AI: Research synthesis · Ideation · Rapid prototyping · Claude · ChatGPT · Figma Make
- Research: User research · A/B testing · CRO
- Tools: Figma · Framer · Axure RP · Miro · Adobe CC · Jira · HTML/CSS

— CURRENT POSITION —

Senior Product Designer · Witteveen+Bos (June 2026 – present)

Designing a project management platform for a technical engineering organisation where accuracy, traceability and structured information are critical to daily operations. Evolving the Figma design system: restructuring components, improving documentation and establishing the consistency needed for scalable internal applications and for designing websites for Witteveen + Bos projects.

— WORK EXPERIENCE —

Senior Product Designer · KLM (May 2024 – May 2026)
Designed applications supporting flight planning and operational optimisation within a technically complex, politically sensitive legacy environment. Worked independently across multiple Agile/SAFe teams, balancing operational needs, technical feasibility and user experience. Introduced design thinking into engineering-driven teams by grounding design decisions in research, evidence and usability principles. Facilitated workshops that aligned product, engineering and UX around shared solutions. Beyond the interfaces themselves, the work helped establish a stronger design conversation between engineering, product and UX.

Senior Product Designer · Ayvens (formerly LeasePlan) (June 2021 – February 2024)
Designed enterprise applications for configuring lease products and contracts across multiple international markets. Owned UX architecture across several DevOps teams and acted as strategic sparring partner to Product Owners. Worked closely with developers, business analysts, architects and stakeholders to translate complex business requirements into intuitive workflows. Led co-creation workshops, contributed to the enterprise design system and service blueprint, and continuously improved UX quality across the design organisation through collaboration, evidence and shared standards.

Senior UX/UI Designer · Utrecht University (October 2020 – December 2022)
Designed the online campus for prospective students. Combined user research, interaction design and interactive prototyping to improve engagement and increase student enrolment.

Senior UX/UI Designer · InterGAMMA (May 2016 – May 2021)
Responsible for the e-commerce experience across three retail brands. Built the organisation's Figma design system and drove evidence-based product design through user research, experimentation and continuous optimisation. Winner of the DDMA CRO Award 2020; Gamma.nl also received an honourable mention in Google's Mobile Benchmark Report.

Senior UX/UI Designer · Chamber of Commerce (KVK) (August 2018 – January 2019)
Redesigned registration and self-service journeys for freelancers and SMEs within the constraints of the Dutch Government Design System. Created service blueprints, documented reusable components and designed improvements while working within an existing legacy platform.

UX Strategist · Healthy Workers (April 2018)
Advised on UX strategy and product positioning for a health-tech startup. Redesigned a complex analytics dashboard and contributed to a successful €1.5 million investment round.

Senior UX/UI Designer · energiedirect.nl (May 2015 – April 2016)
Responsible for the online customer experience. The redesigned platform contributed to Energiedirect winning the WUA! Usability Award 2016 and achieving 32% increase in conversion.

— EARLIER EXPERIENCE (1997 – 2015) —

- Co-founder & UX Designer · Inismo (Fintech) (2013–2015)
- Senior UX/UI Designer · VGZ (2013–2014)
- Senior UX/UI Designer · Independer (2010–2012)
- Senior UX/UI Designer · Essent (2010–2012)
- Senior UX Designer · Centraal Beheer Achmea (2001–2008)
- UX / Web Designer · NOB Interactive & Media@vantage (1997–2001)

— EDUCATION —

- BSc Communication & Multimedia Design - HAN University of Applied Sciences (2025 – present)
- Graphic Design (MBO) - Media College Amsterdam (1991 – 1995)

— SELECTED COURSES —

- Accessibility: How to Design for All + WCAG (IxDF, 2024)
- Business Analytics (Growth Tribe, 2023)
- UX Foundations (LinkedIn Learning, 2023)
- Behavioural Psychology – Dan Ariely (Coursera)
- Startup Business Economy (Coursera)