



# Max Sampimon

## UX/UI Designer



Location

Berlin/Amsterdam



Portfolio

[www.maxsampimon.com](http://www.maxsampimon.com)



LinkedIn

[in/max-sampimon](https://www.linkedin.com/in/max-sampimon)

## Software and tools

Figma, Jira/  
FigJam, Confluence,  
Sketch, Procreate,  
Framer, Sticky notes,  
Zeplin, Whiteboard,  
Illustrator, Marker,  
Photoshop, Creativity,  
Miro, Empathy

## Education

### Advanced UX/UI Design Course

Oct 2023 – Feb 2024

Muse Case Labs (DE)

### M.Sc. Design for Interaction

2017 – 2020

Delft University of Technology (NL)

### B.Sc. Industrial Design

#### Engineering

2012 – 2016

Delft University of Technology (NL)

## Languages



Dutch

Native



English

Professional working



German

Elementary

## Publications

### Springer

Feb 2023

[Non-digital Travellers – Five Need-Based Personas to Understand Their Drivers and Needs](#)

### Verkeerskunde

Feb 2021

[Ontwerp ook digitale ov-diensten voor 3,5 miljoen 'analoge' reizigers](#)

## About

Specialized in UX/UI.

With a wide range of creative skills, a keen eye for detail and a background in user research, I am dedicated to creating online experiences hands-on for your company that are authentic, good looking and user-centric. *On the side, I enjoy ringing bells.*

## Experience

### Freelance designer (UX/UI)

Dec '23 – Ongoing

Myne.eco | ProjectConnect | ImpactID | Ocean Eco Watch

- Landing page design / Conversion rate optimisation
- Web app design
- Illustration design

### In-house UX/UI designer

Sep '21 – Sep '23

Affinidi GmbH | Berlin (DE)

- Market and user research, interviews and usability testing performed to identify opportunities.
- Built and maintained a Design System in Figma and Zeplin to increase transfer and implementation efficiency.
- Designed and presented responsive apps related to FinTech, GovTech and online privacy.

### UX researcher and service designer

Oct '19 – Oct '20

Seamless Personal Mobility Lab | Delft University of Technology (NL)

- Improved user experience for demand-responsive transport (DRT) services in rural areas.
- A comprehensive report delivered with guidelines for designing mobility services for low (digital) literacy.

### Strategy design intern

Feb '19 – Jun '20

Jam Visual Thinking | Amsterdam (NL)

- Facilitated stakeholder discussions to align visions, missions and strategies.
- Sketched and designed infographics to simplify complex concepts and systems.
- Delivered and presented infographics and illustrations to communicate visions, missions and strategies.

## Relevant activities

### Design sprint facilitator | Flight Case (NL/JP)

Dec '18 – Jul '19

- Facilitated high-intensity design sprints for five companies in Japan.
- Educated employees about Design Thinking methods.

## Volunteer experience

### Support/website design | Fastlane Ukraine (NL/UA) Mar '22 – Aug '22

- Redesigned the online application process for new volunteers and built with Squarespace.
- Delivered humanitarian supplies to Ukraine.