

Lucas Poot



Senior Digital Product Designer (UI/UX)

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Portfolio: www.wabbit-studio.com

Designer with technical depth. 5+ years of end-to-end UX/UI product design across problem framing, research, design systems, and developer-ready delivery. Shaped by engineering and economics.

WORK EXPERIENCE

Senior UX/UI Designer

Jun. 2025 – Current

Ravago, Arendonk

- Prepared and facilitated discovery workshops with internal users and stakeholders to surface pain points; structured and documented findings that directly shaped Q4 roadmap prioritization.
- Translated complex business processes into intuitive enterprise interfaces for product configuration, pricing rules, logistics, and technical product information, handling extensive conditional logic, filtering, and role-based permissions across multiple business units.
- Owned end-to-end UX/UI design from problem framing and user research through low- to mid-fidelity wireframes, user flows, visual design, validation, and iteration for the enterprise B2B platform.
- Expanded and governed scalable design system spanning 10 brands across 2 product squads: multi-layer token structure, component library with auto layout and variants, WCAG-aligned accessibility audits, versioning, and per-component usage guidelines with contribution workflows.
- Led migration to GitHub-synced token pipeline via Token Studio, standardising components, variants, and tokens across multiple applications for developer-ready, cross-platform delivery.
- Extended internal page builder for content-driven landing pages, enabling marketing and operations teams to self-serve content creation and reducing turnaround time for website updates.
- Drove adoption of AI-coded prototypes built using the design system, surfacing pain points sooner, accelerating stakeholder validation, and streamlining developer handoff.

Stack: Figma (Auto Layout, Variants, Variables/Tokens), Design System, Discovery, Token Studio, GitHub, Clarity, WCAG, GenAI (Claude, Copilot), Agile/Scrum, Contentful, CMS

Freelance UX/UI Designer

Jan. 2021 – Current

Wabbit Studio, Antwerp

- Design and deliver end-to-end UX/UI for enterprise platforms, B2B tools, and consumer-facing products across web and mobile.
- Design content-driven pages including landing pages, marketing sites, and editorial layouts, balancing flexible content structures with consistent visual systems.

- Build and govern design systems including token structures, component libraries, accessibility (WCAG) checks, and usage documentation for scalable, developer-ready delivery.
- Create interactive prototypes in Figma for stakeholder validation, user testing, and engineering handoff.
- Conduct UX audits, identifying usability gaps and delivering prioritized, actionable improvements.
- Apply engineering and data science background to bridge design and development, reducing friction in cross-functional collaboration.

Stack: Figma (Auto Layout, Variants, Components, Tokens), Design Systems, Prototyping, WCAG, Framer, Webflow, Branding, Sketch, Adobe XD, Adobe Creative Suite, Agile/Scrum

UX/UI Designer

Jan. 2025 – Jun. 2025

Zapptax, Brussels (*via Dualoop*)

- Owned end-to-end UX/UI design across three products: traveller mobile app (iOS & Android), internal operational tools, and partner business platform.
- Built scalable Figma design system from scratch: defined token structure, created reusable component library with auto layout and variants, and established governance documentation for engineering handoff.
- Developed high-fidelity interactive prototypes for user validation, sales demos, and engineering handoff.
- Aligned design decisions across engineering, product, and business stakeholders through structured reviews and documented trade-offs.
- Standardised components and patterns across web and mobile applications, ensuring consistency and developer-ready delivery.
- Led rebrand rollout, contributing to mobile app brand direction while translating identity to product UI.
- Concurrently contributed to Dualoop internal projects: UX/UI audits, product branding, and visual design for client deliverables.

Stack: Figma (Auto Layout, Variants, Advanced Prototyping), Design Systems, WCAG, Jira, Confluence, Jitter, Scrum

UX/UI Designer

Apr. 2022 – Dec. 2022

Sei Labs, Remote

- Iterated designs based on user research through interviews and user testing.
- Designed data-heavy UI for trading dashboards including tables, filters, and real-time data visualization.
- Built advanced interactive prototypes to validate design decisions and de-risk features before handoff.
- Drove design-engineering collaboration, working with a 4-person team to scope and validate features.
- Led design and branding for trading interface and 2 experimental products across web and mobile.
- Owned bug tracking, coordinated fixes, and contributed to feature roadmap prioritization.

Stack: Figma (Auto Layout, Variants, Advanced Prototyping), Wireframing, Notion, Agile, Adobe Creative Suite

Product Consultant

Oct. 2021 – Mar. 2022

Knowhere, Remote

- Audited platform UI, identifying usability issues with prioritized recommendations.
- Gathered user feedback and tracked bugs to inform design iterations.
- Analyzed technical constraints to inform product roadmap trade-offs.
- Optimized design-development workflow, reducing review cycles.

Stack: Figma, Notion

Teacher and Tutor

Nov. 2018 – Jul. 2019

Luzac, The Hague

- Taught and tutored math for classes 1-6: MAVO, HAVO and VWO.

EDUCATION

MSc Business Economics 2023 – 2024

University of Antwerp, Belgium

Specialization: Data Science, Machine Learning, and Finance.

Pre-MSc Business Economics 2022 – 2023

University of Antwerp, Belgium

BSc Mechanical Engineering 2016 – 2021

TU Delft, Delft, Netherlands

Thesis: Development of a new and improved operating light system (Medical) | Minor: Finance

VWO Gymnasium 2010 – 2016

Rijnlands Lyceum Wassenaar, Netherlands

Additional programme: International Baccalaureate English Language and Literature

Additional subjects: Latin, Advanced Mathematics, Management and Organization

Noteworthy: 1st place, Public Speaking Competition

SKILLS

Design: User Research, UX/UI Design, Interaction Design, Prototyping, Wireframing, User Flows, Responsive Screen Design, Visual Design, User Testing, Content-Driven Page Design, Accessibility (WCAG), Data Analysis

Leadership: Design Systems, Design Governance, Workshop Facilitation, Stakeholder Management, Agile/Scrum, Public Speaking

Tech Stack: Figma (Auto Layout, Variants, Components, Variables/Tokens, Styles), Sketch, Adobe XD, Adobe Creative Suite, Token Studio, GitHub, GenAI (Claude, Copilot), Jira, Confluence, Contentful, Python, SQL, Clarity, Framer, Webflow, Jitter, Lottie, React (basic), HTML/CSS (basic)

Languages: Dutch (Native), English (fluent), German (basic)

SIDE PROJECTS

- **Design Swiper** - Figma plugin to import any design from the web into Figma. Built with VS Code, Claude, and Flora.
- **WebP Converter** - Figma plugin that shrinks file sizes by 90% directly in Figma. Built with Claude.

CERTIFICATIONS

Product Management Training 2025

Dualoop, Belgium

Product strategy, roadmapping, prioritization frameworks, and cross-functional collaboration.