



I am a senior designer of interactions between people and (complex) systems that are clear, fitting and appealing. By analysing the goal and making solutions tangible I bring the right experience to the right context.

Contact

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Languages

Dutch (native)
English (fluent)
German (basic)

Approach



Analytical



User-centred



Conceptual



Hands-on

Tools

Figma CoPilot Miro Adobe CC Axure RP Arduino Rhino 3D

Experience Freelance Service & UX Designer

2026

Since 2014

Sr. Service & UX Designer

04/24 - 12/25

[Royal Schiphol Group, Schiphol](#)

Delivered Passenger Information via [Schiphol.nl](#), on Information Displays and the Self-Service Units at the terminal as well as a flexible white-label Design System for the commercialised Passenger Experience Platform (Travor, part of [Aviation Solutions](#)). The focus was on informative and (self) support flows, including:

- Personalised (passenger) journey's
- Self-support flows
- A new Generative AI chatbot [↗](#)
- Live agent support
- Digital wayfinding

[Commercial](#) [Enterprise](#) [SaaS](#) [Support](#) [CMS](#) [Accessibility](#) [Design System](#)

2024

Sr. Service & UX Designer

02/22 - 11/23

[KLM Royal Dutch Airlines, Schiphol](#)

Involved with in-flight apps used by the cabin and cockpit crew for Flight information, Passenger service and Work instructions. Because of my understanding of the user, I was also part of the core team tasked with the research and strategising of the 'digital crew journey' to improve the entire digital tooling landscape.

- Passenger and service information
- Employee Support flows
- Journey Mapping
- Problem Framing Canvas
- Future Vision Statements
- Workshop facilitation

[Enterprise](#) [Native apps](#) [Work processes](#) [Discovery phase](#) [Strategy](#) [Facilitation](#)

2022

Sr. UX Designer

12/18 - 09/21

[Ahold \(Albert Heijn\), Zaandam](#)

Responsible for the user experience (research and design) of 8 digital tools for 100k+ employees in all 1000+ stores and the B2E Design System. Mobile and web-based apps related to:

- Inventory management
- Product presentation, promotions, mark-down
- Logistics and shipments
- Cash management & Financial reporting
- Quality control & Task management

[Enterprise](#) [SaaS](#) [Work processes](#) [CMS](#) [Design System](#)

2019

Experience Freelance Service & UX Designer

2019

Since 2014

Sr. UX Designer

07/17 - 08/18

[VodafoneZiggo, Amsterdam / Utrecht](#)

Consolidating two brands into a single customer (e-commerce) experience in which customers of either or both brands could enjoy benefits. Some of the topics I participated in:

- Customer journey research and design
- Acquisition, retention, in-life sales and cross-sell flows
- 'My' environments
- Requirement gathering
- Interactive prototyping
- Usability studies
- Design sprints

e-Commerce

Journeys

My Environments

2017

Sr. UX Designer

08/16 - 02/17

[T-Mobile NL, The Hague](#)

Exploring a new digital proposition and design guidelines that support modern consumers in a more 'unified front-end'. Involved in market research, empathy / persona mapping, web components indexation, sales flows and redesigns of product pages.

e-Commerce

Discovery phase

Strategy

Design System

UX Designer

06/15 - 02/17

[Sharewire, The Hague](#)

Responsible as main designer for numerous commissioned projects. Including native apps (for iOS & Android) and in-house developed product Salesboard. Some of the clients involved:

- BDO Accountancy and Business Advice
- Centraal Bureau voor de Statistiek
- Eneco Energy
- Dag6 (by the EO)
- Pathé cinema
- Rijkswaterstaat

Commercial

Development Agency

Native apps

UX Designer

01/14 - 02/16

[Dutch Domotics & Sensara, Rotterdam](#)

[Applied Radar Technology, Leiden](#)

Research & design of care-monitoring apps at home, cooperative living or nursing homes.

Involved end-to-end with UX research, concept development, prototyping, testing, visual design and branding to development, release and feedback gathering.

2014

Commercial

Enterprise

Native apps

Education

2013

MSc. Design for Interaction

2010 - 2013

[Delft University of Technology](#)

Graduated on a kite-surf simulator.

2005

BSc. Industrial Design

2005 - 2010

[Eindhoven University of Technology](#)

Interactive concepts & products.

Passions

- Climbing
- Snowboarding
- Outdoors
- Roadtrips
- Festivals
- Music
- Electronics
- Games