

PERSONALIA

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SUMMARY

I'm a **Design & Product Manager** with business consulting skills. My expertise revolves around strategy and innovating customer experiences with measurable impact across various industries. I have received awards for concepts and delivered significant impact for major clients, such as a 4% increase in revenue for an optical retailer. People describe me as a positive-minded person with a great drive to initiate and complete projects and that I know how to keep a team motivated so they can deliver their best work.

WORK EXPERIENCE

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|--|-------------------------------|
| Accenture Song | 2016 - present |
| Service & UX design manager (Highlighted projects) | 2021 - present |
| <ul style="list-style-type: none"> • Design lead & Product Manager - Consultancy - Led a 12 FTE program with 6 direct reports, and implemented 3 internal surveys for 730,000 employees to gather continuous feedback. This improved business value generated by teams and decreased time spent on user research. • Design lead - Optical retailer - Led a 6 FTE design team and served as CX designer for 2 teams. Developed a CX vision and roadmap, and managed the roadmap afterwards. Key project result: improved a key journey with +3% increase in customer satisfaction and +4% increase in revenue. • Design lead & Project manager - Telecom company - Responsible for the delivery of 5 FTE (design, dev, BA & tech arch.) in a client/Accenture scrum team. Consulted on CX/ product innovation and execution of SAFe. The team delivered a successful MVP. • Internal Service & UX design lead: Operational lead for team of 58FTE to manage staffing on projects. Led a service design team of 8 FTE to share knowledge, mentor, and foster an enjoyable work environment. Led proposals and pitches for deals exceeding €1 million, winning 5 deals with a total value of €3+ million. | |
| Service & UX design consultant (Highlighted projects) | 2019 - 2021
(3 yrs) |
| <ul style="list-style-type: none"> • Product Owner & UX designer - Oil & gas company - Designed an internal website and was the PO for team of 4 FTE, overseeing the build and release of the website. • Service design lead - Pension administrator - Led a team of 2 FTE for 5 design sprints, resulting in a concept that, when build, won the <u>Pensioen Wegwijzer Award 2020</u>. | |
| Service & UX design analyst (Highlighted projects) | 2016 - 2019
(2 yrs 10 mos) |
| <ul style="list-style-type: none"> • Service & UX designer - TV service company - Successfully redesigned key aspect of digital TV product that serves 2+ Million households. • Service designer - Airline company - Redesigned internal hiring journeys that led to impactful improvement follow up projects. | |



ABN AMRO - Graduation internship Designed online banking app for seniors (Grade 9/10).	2015 (6 months full-time)
TinQwise - Experience design internship Responsible for designing a virtual reality experience.	2014 (5 months full-time)

SKILLS

Management - Project and program management, stakeholder management, status reporting, coaching and mentoring, (OKR) goal measurement

CX Design - UX vision, market & user research, problem discovery, innovation processes, design sprints, design thinking methods, workshop facilitation, personas, customer journeys, service blueprints, concept design, prototyping, wire framing, usability testing, UX/UI design, qualitative & quantitative data analysis, impact measurement

Product Owner - Product strategy, value trees, roadmapping, backlog management, (scaled) agile

EDUCATION

TU Delft - Design for Interaction Master (Cum Laude) & Industrial Design Bachelor	2008 - 2015
Christelijk Lyceum Zeist - Gymnasium Bilingual (Dutch/English)	2002 - 2008

SIDE ACTIVITIES

Tenor saxophonist - Bands: Moustache Big Band & Fundamentals	2017 - present
DSC (Student association) - President of the introduction committee &	2013 (5 mos)
DSC (Student association) - Graphic designer of the yearbook committee	2010 (4 mos)

CERTIFICATES

Certified SAFe 5 Product Owner/Product Manager	2023
UX Master Certificate (15 courses)	2021
Customer & Employee Experience Expert Certification	2021
Professional Scrum Product Owner I & Scrum Master I	2020
Storytelling for influence	2018
Design leadership and Innovation	2017
English A2 (Near-native English) International Baccalaureate	2008