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Languages Dutch and English

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Primary skills

As a true UX-unicorn I am well skilled in sketching, drawing, designing, prototyping, and building low- and hi-fidelity User Interfaces based on user needs. I use Sharpie's, Sketch, Figma, Invision, Axure RP, and HTML/CSS to create value for both users and business.

Experience

Sr. UX Designer at BeFrank (a.i.) November 2023 - Present

Currently working on a WCAG-compliant Design System, incorporating Design Tokens to ensure consistent scalable, and accessible UI components. As well as developing a new tool that allows users to compose their own pension. All done in a full functioning Figma prototype with Figma variables to be able to do extensive user testing with a high-fidelity prototype.

Sr. Product Designer at LeasePlan (a.i.) September 2022 - October 2023

Worked on the My LeasePlan international environment, both native mobile app and web. Responsible for a flawless user experience for millions of users, and maintaining the CX blueprint. Communicating with stakeholders from the UK, Italy, and Portugal. Supporting Developers with well documented and user tested UI designs and prototypes to demonstrate behavior.

Sr. Product Designer at Bol.com (a.i.) March 2021 - September 2022

At Bol.com I was responsible on upgrading the (B2B) Partner Portal to a new design language and -system, as well as a complete renewed user experience. The focus: clear, relevant, consistent, and coherent. For this I delivered standardization; Design system components, Layouts and Templates.

Supporting different teams (projects) by advising stakeholders, delivering UI Designs and Interactive prototypes, and conducting User research.

UX / UI Designer at ABN AMRO Bank (a.i.) Apr 2019 - March 2021

Within Daily banking, Consumer credits I improved the overall user experience by designing and optimizing new request- and service processes for Personal loan, Flexible loan, and Overdraft.

Creating Priority guides, UI Designs, and High-fidelity prototypes in order to perform User testing. Give presentations to stakeholders and team members. Proactively contribute on the new Design system for a consistent and excellent user experience.

UX / UI Designer at Bruna (a.i.) Jan 2019 - Mar 2019

Because of a high percentage churning, a complete redesign for the Bookchoice website (eCommerce, subscription service) was needed.

By doing User research, I was able to create Empathy maps, Personas, and Archetypes in order to get to the reason of churning. Based on these findings I designed a new user-flow and a new UI. For the developers I created a styleguide in order to maintain consistency.

UX / UI Designer at De Volksbank Nov 2017 - Dec 2018

Optimizing the Customer journey for SNS Bank mortgages, and (re)design miscellaneous request tools and processes for ASN Bank investing, and creating a single truth by developing a multi-brand Design system.

Sketching wireframes, creating user-flows, designing UI's, designing and developing A/B tests, creating prototypes in order to perform User testing. Collaborate with Customer journey teams, and content marketers.

UX / UI Designer at Brunel May 2016 - Oct 2017

Redesign the Brunel corporate website and the Brunel international websites for them to be responsive and target a new audience in North America, South America, and Asia.

By holding stakeholder sessions I was able to discover requirements and a strong business need. By sketching wireframes and user-flows I was able to collaborate on a solution. Designing UI's in order to develop responsive components.

(Brunel interim) UX / UI Designer at SVB (Sociale Verzekeringsbank) Dec 2015 - Apr 2016

A Complete transformation from a COBOL interface to a web interface for the AOW management tool.

By doing user interviews I was able to understand the user's problems. Then by creating simple prototypes I was able to test them with the users to gain more insights. Based on these findings I created a new UI which meet the requirements of WCAG 2.0. Because of the new UI the learning curve dropped massively and overall efficiency increased.

(Brunel interim) UX / UI Designer at 8854 Okt 2015 - Nov 2015

Designing a portal for courier services within the Benelux.

Wireframes, Web and native Mobile UI design.

Designer / Front-end Developer at TIG Apr 2012 - Sep 2015

Designing and developing (Magento based) eCommerce solutions.

Usability analysis, A/B Testing, Wireframes, UI Design, Front-end Development (Cross-browser & Cross-platform), (Magento) Front-end Performance Optimization, Mobile Commerce (Responsive & Adaptive), Pre-sales demos.

Certifications

- W3Cx **Web Content Accessibility Guidelines (WCAG)** 2023, Bunschoten
- Hoffelijk Financieel **WFT basis** 2018, Utrecht
- Lectric **Customer Journey Mapping** 2018, Utrecht
- Human Factors International **Certified Usability Analyst** 2015, Amsterdam
- Human Factors International **Practical Usability Testing** 2015, Amsterdam
- Human Factors International **The Science and Art of Effective Web and Application Design** 2015, Amsterdam
- Human Factors International **User-Centered Analysis and Conceptual Design** 2015, Amsterdam
- Human Factors International **UX Foundations** 2015, Amsterdam
- Magento **Magento Certified Front-end Developer** 2013, Amsterdam
- Magento **Core Principles of Theming in Magento** 2013, Amsterdam

Education

- PiCompany **HBO/WO level of thinking; Connector Ability Capacity test** 2015, Amsterdam
- ICT Academie **Mediatechnology** 2011, Leiden
- ROC Midden Nederland **Salesmanagement Motorvehicles** 2007, Utrecht
- Groene Hart Lyceum **VMBO** 2005, Alphen a/d Rijn
- Groene Hart Lyceum **HAVO/VWO** 2003, Alphen a/d Rijn

References & Recommendations

Jasper Scheffel, UX Lead at ABN AMRO Bank

Mark has been part of the Daily Banking team within ABN AMRO for two years, during which he was responsible for all research, design and optimisation work of application flows, product overview pages and change processes within the domain of Consumer Credits. Mark has proven to be an independent and highly talented UX Designer, as well as a hard working colleague and true asset to our team. Mark possesses a sharp eye for detail, but never seizes to lose sight of the bigger picture. He proactively initiates collaboration with his peers, ensures proper alignment with all involved stakeholders and is always there to help others by sharing his knowledge of design and design tooling. Unfortunately, we have to let go of Mark, but if I ever have the opportunity to hire him again, I will do so without any hesitation.