



DESIGN LEADERSHIP FOR COMPLEX ORGANISATIONS

Design is not a department. It is an operating system.

I help organisations turn design into a strategic capability. Across 15+ years in enterprise, energy and technology, I have built teams, aligned design with business goals and created the conditions for designers to do their best work.

15+

YEARS SHAPING PRODUCTS AND PRACTICES

15+

DESIGNERS LED THROUGH CHANGE

05

INTERNATIONAL DESIGN AWARDS

SELECTED EXPERIENCE

- Deloitte** AUG 2025 TO PRESENT
Design Manager AMSTERDAM
Lead multidisciplinary design work, align design strategy with commercial goals and scale the systems that improve quality, consistency and delivery.
- ASML** JUL 2024 TO DEC 2024
Design Lead / Data visualisation VELDHOVEN
Led the data visualisation chapter for a semiconductor analytics platform serving customer and internal teams.
- Greenchoice** APR 2023 TO MAR 2024
Design Lead ROTTERDAM
Guided UX redesign and design-system work across web, service and community experiences, using research to align cross-functional teams.
- Eneco** JUN 2020 TO MAR 2023
UX Design Lead ROTTERDAM
Led and coached a team of 15+ designers while advancing organisational design strategy, design maturity and consumer energy experiences.



SELECTED WORK

From connected homes to organisational systems.

A selection of work across consumer energy, connected lighting and enterprise platforms. Some client work remains restricted by NDA.

01

GREENCHOICE / 2023 TO 2024

Digital ecosystem

DESIGN LEAD / WEB + MOBILE / DESIGN SYSTEM

UX redesign across customer service, sustainability and community journeys, connecting a clearer experience to a scalable design language.

02

ENECO / 2020 TO 2023

Energy experience

UX DESIGN LEAD / 15+ DESIGNERS / WEB + MOBILE

Consumer product journeys and self-service experiences shaped within a broader programme to grow design maturity across the organisation.

03

PHILIPS LIGHTING / 2013 TO 2017

Philips Hue

UI DESIGNER / CONNECTED HOME / MOBILE

End-to-end interface design for connected lighting, from research and early concepts through testing and implementation.

04

PHILIPS LIGHTING / 2013 TO 2017

CityTouch LM

UX + UI / ENTERPRISE PLATFORM / DASHBOARDS

Wireframes, maps and operational dashboards that made large-scale connected-lighting infrastructure easier to monitor and control.

EARLIER EXPERIENCE

ASML

SENIOR UX DESIGNER

2018 TO 2019

Philips Lighting

USER INTERFACE DESIGNER

2013 TO 2017

Reinhoudt

FREELANCE UX / DESIGN LEAD

2011 TO 2024

dpdk

INTERACTION DESIGNER

2012

RECOGNITION

iF Design Award / 2017

Red Dot Award / 2015 + 2017

CES Innovation Honoree / 2017

iF Interior Architecture Award

KNOWLEDGE

Publication: Connected Lighting roadmap

2 patents in interactive lighting

BDes Interaction Design / Avans / 2013

Dutch native / English professional

CAPABILITIES

Design leadership / Team coaching / UX strategy / Design systems / Research / Data visualisation / AI-enabled design practice