



CV - Matthijs Kleverlaan

UX PRODUCT DESIGNER / UX LEAD

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Name: Matthijs Kleverlaan

Location: Haarlem

Date of birth: March 18th, 1982

Nationality: Dutch

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Portfolio: <http://www.matthijs.co>

*Within **my 10+ years of design experience**, I have worked on various web, app, mobile & physical user experience projects. I worked on complex UX flows, optimising UI to deliver validated design systems.*

EXPERIENCE

UX Lead

Oct 2021 - Oct 2022 Lepaya Learning, Amsterdam

Managed and coached a team of ux designers and did supportive UX design work. Set all the design processes & agreements (design OPS) in place for hiring, working together and defined the rules of engagement with tech. We researched the UX (UI inventory, Heuristic evaluation) and validated our new directions with users and rebuild the UX (iOS, Android, web, MStems integration) on the Flutter Framework. And delivered a validated Design system and set up a smart-components within Figma which will help the team to prototype faster on multiple platforms.

Sr User Experience Designer

Apr 2019 - Oct 2021 Intersport International, Amsterdam

Worked on enriching the global UX of the Intersport ECOM platform. Through optimising the search, navigation and checkout we improved the conversion. And validated new directions weekly through a/b testing & user research. Beside these tasks, we redesigned the global UX/UI with a small so called Universal Design System team. Here we deliver a validated headless design system. Within this project I was the Lead UX designer and supported and coached 4 product designers and 2 ux researchers and 4 UX engineers.

Sr User Experience Designer

Oct 2017 - Apr 2019 Jungle Minds, Amsterdam

Worked on wide range of future vision web, app & mobile user experience projects. All the projects I've worked on had a strong UX-Research part in it, I wrote scripts and conducted those interviews, and (re)build UX prototypes and tested them again, created the hand-off to development and delivered impact through validated product improvements.

Sr User Experience Designer

Nov 2013 - Oct 2017 HANDMADE Accelerating product invention for connected brands, Amsterdam

Working on new product and services for web, app & mobile user experiences. Worked closely with the engineers and conducted UX research with customers. My work was to facilitate/ participate in creative workshops, creating flows, IxD concepts, test and deliver hand-off UI designs. Clients I've worked for are Ahold, Etos, Albert-Heijn Online, TomTom.

Sr Visual Designer

May 2012 - Okt 2013 UNITiD a unit of designers, Amsterdam

Delivered concept and UI design work for digital applications for a wide range of clients. My work area was working on native Android & iOS apps and responsive projects. Worked for clients like Ziggo, Rabobank, Effectory, Post NL, Hi, Kpn, Telfort, Philips.

Online Art-Director

Nov 2008 - may 2012 KEGA Retail , Sassenheim

Creating designs and concepts for promotional websites, webshops, POI interfaces and UX- prototypes for a wide range of clients in the Retail Business.

Webdesigner

Aug 2005 - nov 2008 KEGA I group, Sassenheim

Working on web related digital designs like websites, online advertising banners and email campaigns, and coded the email templates.

EDUCATION / TRAINING

OCT 2022 **Certified SCRUM Product owner** - Epic Agility.

JUL 2022 **Empower Leadership training** - Lepaya learning

2000 - 2004 **Multimedia Design** - Grafisch Lyceum Rotterdam

1999 - 2000 **Graphic Design** - Davinci College

1995 - 1999 **Mavo Electronics** - Teylingen College - KTS

SKILLSET

- Worked for more then 6+ years on agile projects on kanban and scrum
- Focus on user engagement, business needs & simplicity through validation
- Performing Heuristic Analysis, Competitor Analysis, User testing, UX research, a/b testing
- Facilitate design sprints, user journey mapping and other creative sessions
- Creating: IA, userflows, IxD design, Lo-fi to Hi-fi wireframes, Interactive prototypes, UI design and delivering design Hand-offs to engineering teams
- Experienced with Figma, Sketch, Adobe XD and Adobe CS. And a basic knowledge of frond-end frame-works like React and Flutter