

Summary

Senior Product Designer with 8+ years building B2C and SaaS products across FinTech, mobility, and AI. Experienced in taking complex products from strategy through execution, using experimentation and data to drive measurable business outcomes. Currently leading AI-powered product initiatives and introducing AI-assisted workflows across design and engineering.

Experience

Housecall Pro — Senior Product Designer, FinTech08.2025 - present

- Led end-to-end product design for AI-powered dispute resolution tooling that increased evidence submission rates from **49% → 86%** and drove dispute win rates from **19% → 31%** — directly protecting revenue for thousands of home service businesses.
- Enabled multi-lender consumer financing options, increasing lender acceptance rates from **78% → 85%** and expanding payment flexibility for users across the platform.
- Led adoption of Claude Code and AI-driven workflow automation within the design org, reducing iteration cycles and tightening design-to-engineering hand-off.

TomTom — Senior Product Designer, Mobile09.2019 - 08.2025

- Led B2C product strategy across iOS and Android, scaling the app to **4M+ active users**.
- Drove an **85% increase** in Monthly Recurring Revenue by designing and iterating on **90+ A/B monetization experiments** in a single year.
- Architected a cohesive mobile design system, standardizing components across teams and reducing design-to-dev hand-off time.

Philips — UX/UI Intern08.2018 - 05.2019

- Built an internal research repository tool, making findings accessible across teams and reducing time-to-insight for design and product stakeholders.
- Owned the full project life cycle from discovery through delivery: research, design, usability testing, and stakeholder presentation.

NextDriver — Product Designer02.2017 - 02.2018

- Designed a mobile app from 0-to-1, increasing end-user engagement by **56%** while improving driving safety and efficiency.
- Conducted field research including real-world observations and user interviews to ground design decisions in real behavior.
- Redesigned the feedback dashboard, cutting time-to-feedback by **2x**.

Education

Amsterdam University, NL — Masters Degree MSc. Digital Design
The Hague University, NL — Bachelors Degree BSc. Industrial Design Engineering

Skills

Design	Figma, Prototyping, Wireframing, Design Systems, Visual Design, Interaction Design
Research	UX Research, Field studies, Usability Testing, User Interviews, A/B Testing
Strategy	Product Strategy, Growth & Experimentation, FinTech, B2C, SaaS, Design Systems, 0→1
Leadership	Cross-functional Leadership, Stakeholder Management, Design Critique, Mentorship
AI & Tools	Claude Code, AI Workflow Automation, Generative AI, Human Interface Guidelines

Additional

CertificatesInteraction Design Foundation; Human Computer Interaction (2019) & Mobile User Experience (2019), Growth Design Product Psychology (2022)
LanguagesEnglish native, Dutch native, German conversational