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Hello.

What do I stand for?

I stand for meaningful design and improving lives. It's really important to me that my work adds real value, isn't purely selling things and ideally puts a smile on someone's face or at least a feeling of quiet comfort, ease or confidence in whatever they are doing.

I have strong values, and these carry through to my design work. I am not afraid to ask why and to stand up for the little guy. I crave feedback – good listening skills are a skill I believe every human (designer or not) should always be working on. Imagine a world where we listened more and spoke less.

You can expect me to laugh a lot, ask questions, solve problems, get inspired, drool over and create thoughtful solutions and innovative design. I leave my ego at the door and love to be surrounded by awesome humans who can help me to be the best version of me.

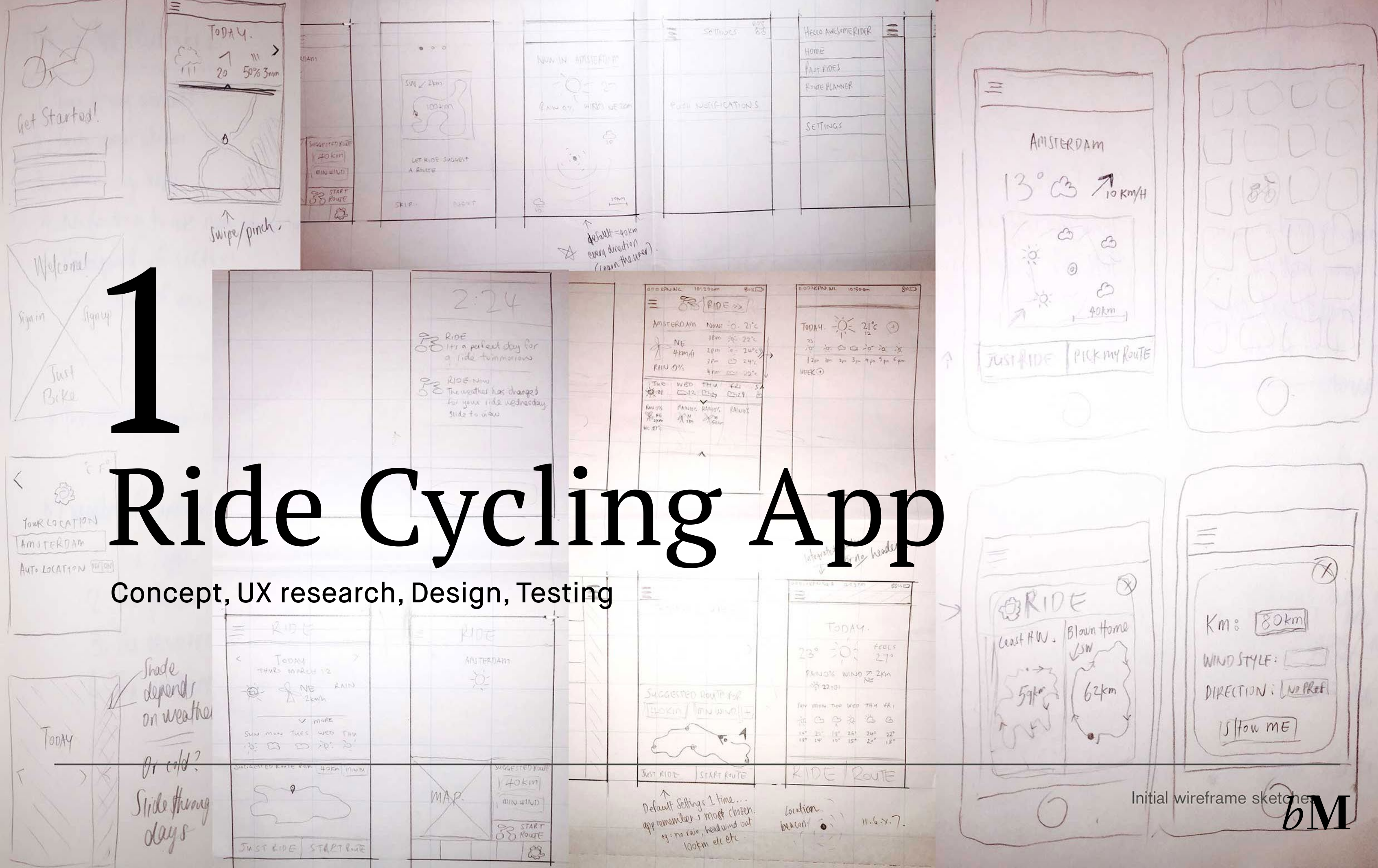
My ideal project is short yet in-depth, from beginning to end, from problem framing, concepting, testing and perfecting. I work best with a great team around me to come to the best solutions together.



1

Ride Cycling App

Concept, UX research, Design, Testing





Neils

The Netherlands

- Competitive Triathlete
- Ironman World Champs
- 6th National Champs
- Dutch 1st division team win
- Several OD wins
- Favourite saying: Man the F up.



Keith

England

- Competitive Cyclist
- Ironman Triathlete
- Long distance cycling events
- Loves the road
- Hates rain and headwinds home



Monica

Australia

- Australia
- 2nd place in Majorca Ironman
- Spinning instructor
- Loves being outdoors in nature
- Hates cold and steep downhills



Sylvia

South Africa

- The Netherlands
- Rides recreationally
- I'Etape du Tour every year
- Loves the mountains
- Hates rain

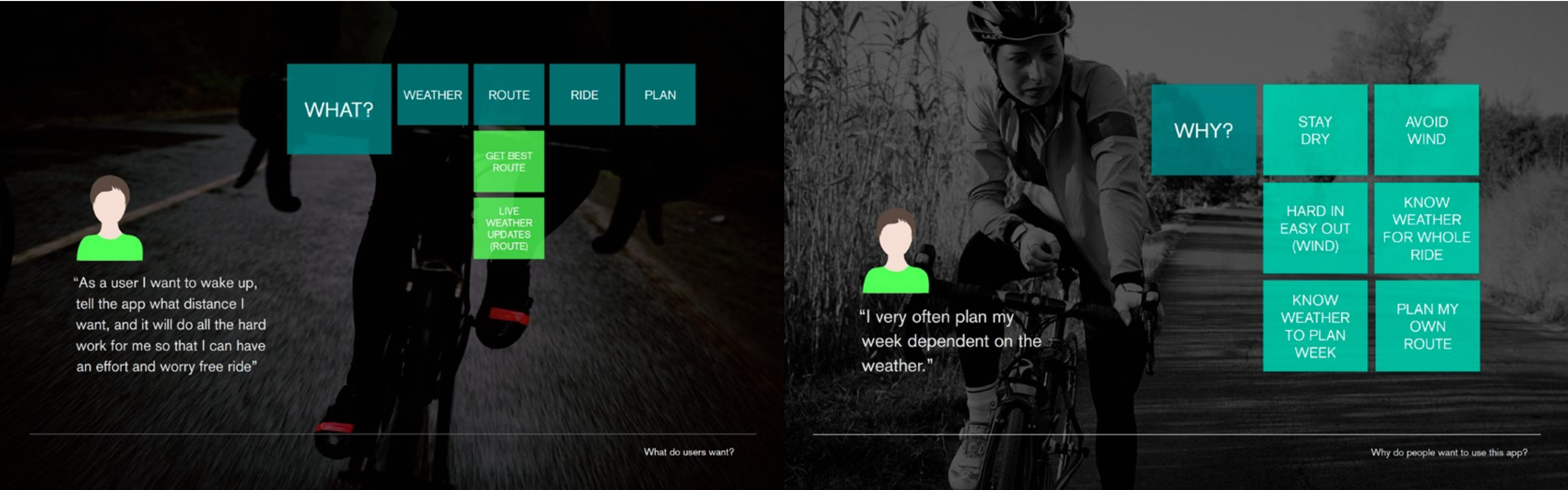


Who are the users? - Insights

1. Ride smartphone app

Concept design for a cyclists to check the weather and get weather determined routes. The main goal of this app was to have cyclist be able to plan routes dependent on weather and wind – for example riding out hard and coming home easy rather than the other (more unpleasant) way around. I loved the user research for this app – being keen on cycling myself and in a triathlon training team at the time I had some really great input and feedback. These four persona's were the focus for this app concept - after interviewing numerous cyclists, triathletes and casual bikers.

*b***M**

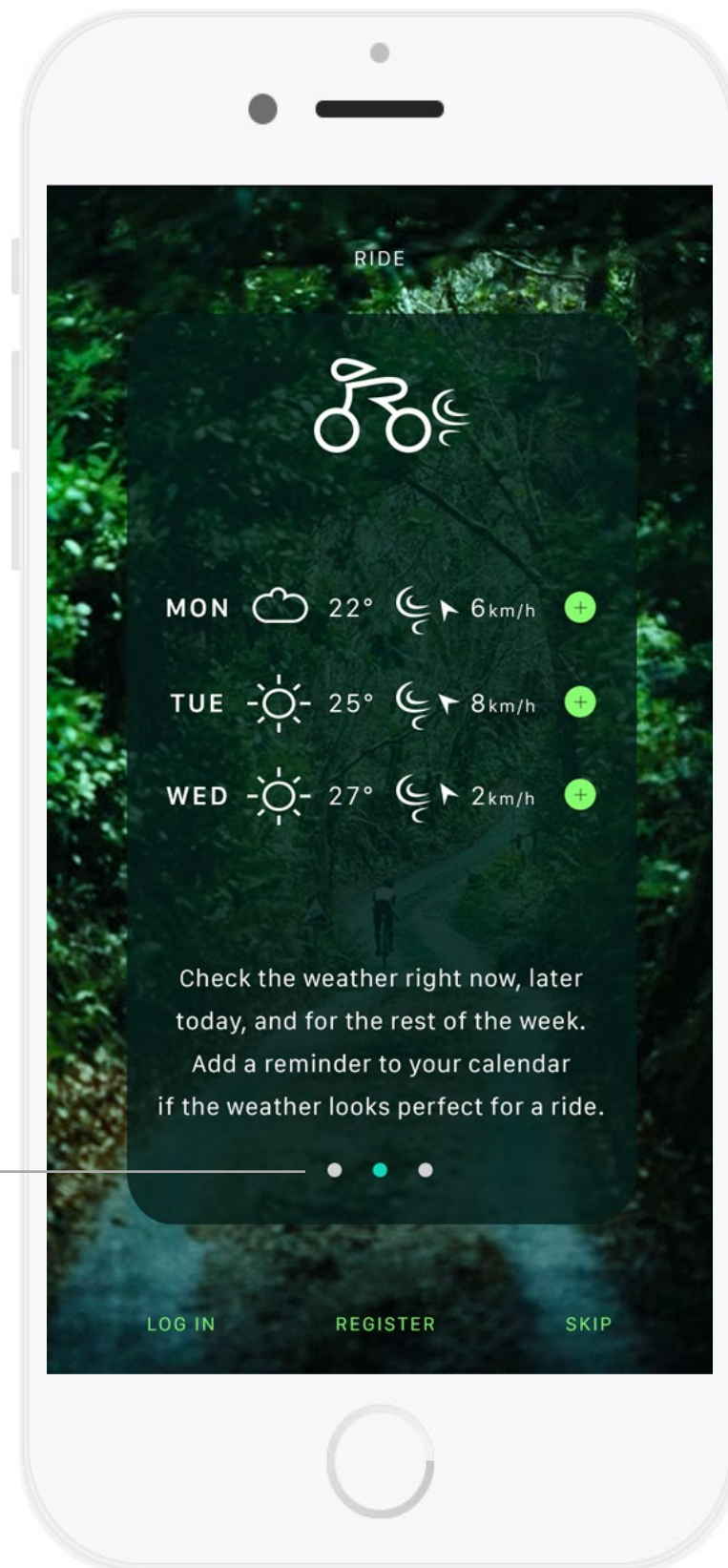


1. Ride smartphone app

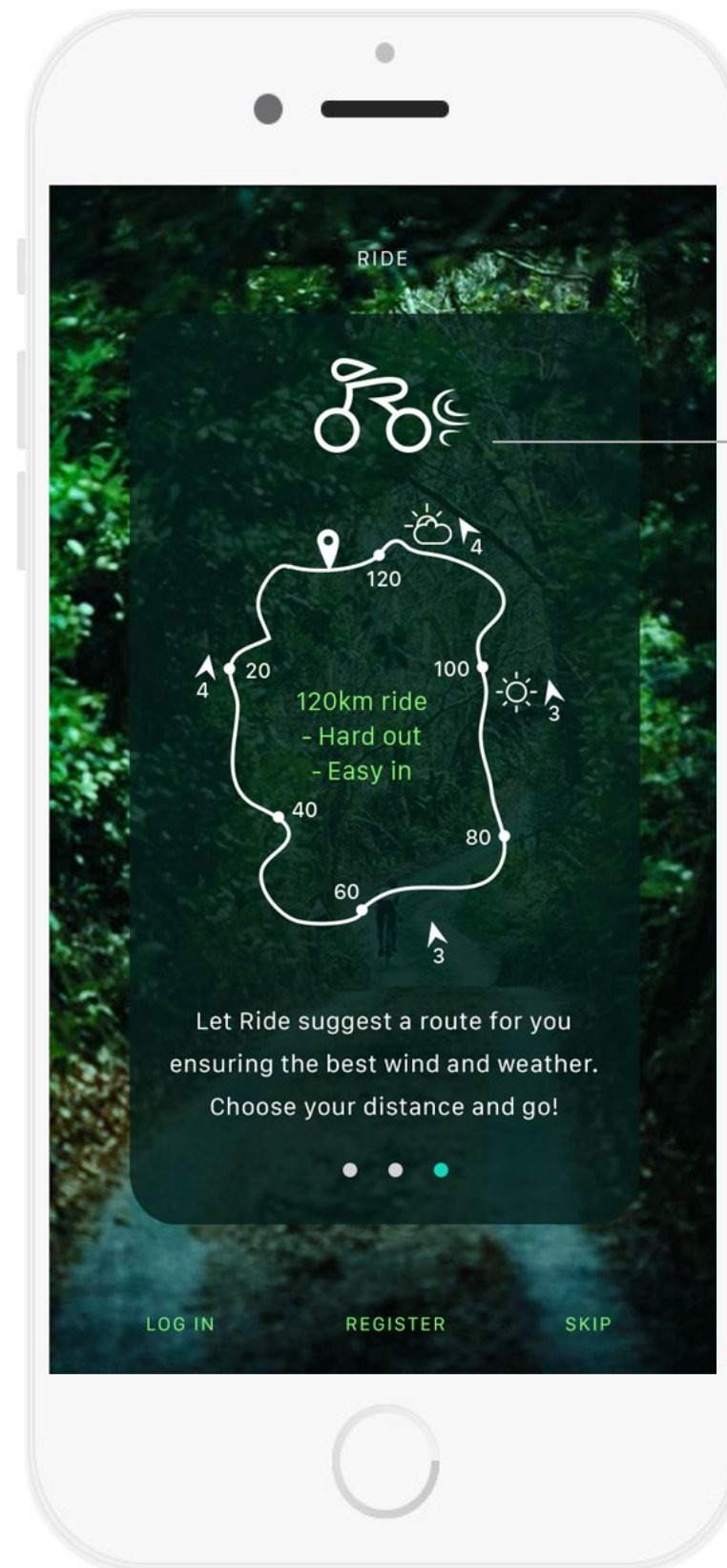
I created a presentation outlining the research stage - from the whos (user personas), to the what, why, where, and how's. This was a really useful and in-depth document that was user in the design process - a great tool to refer back to.



Swipe to
slide

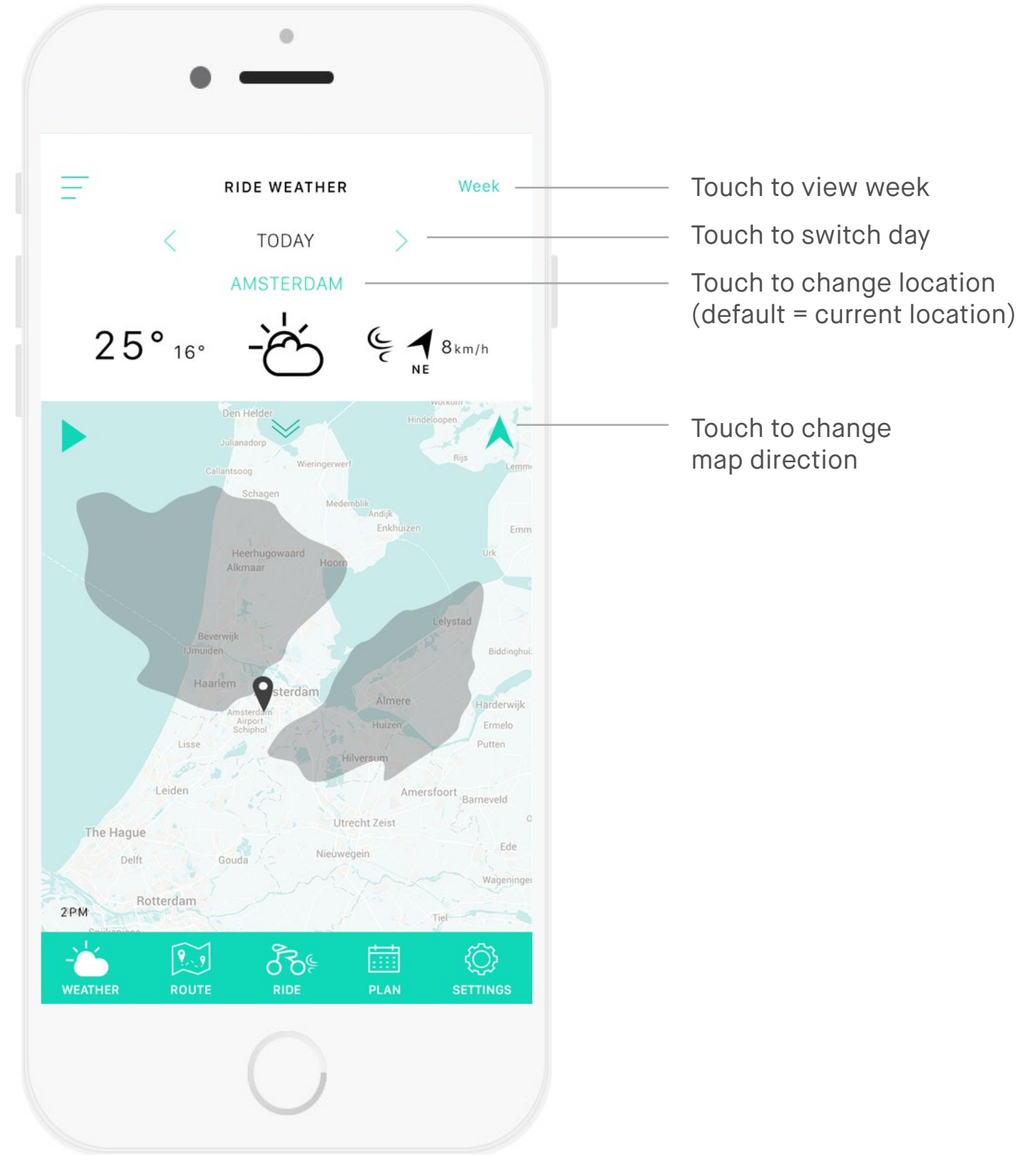
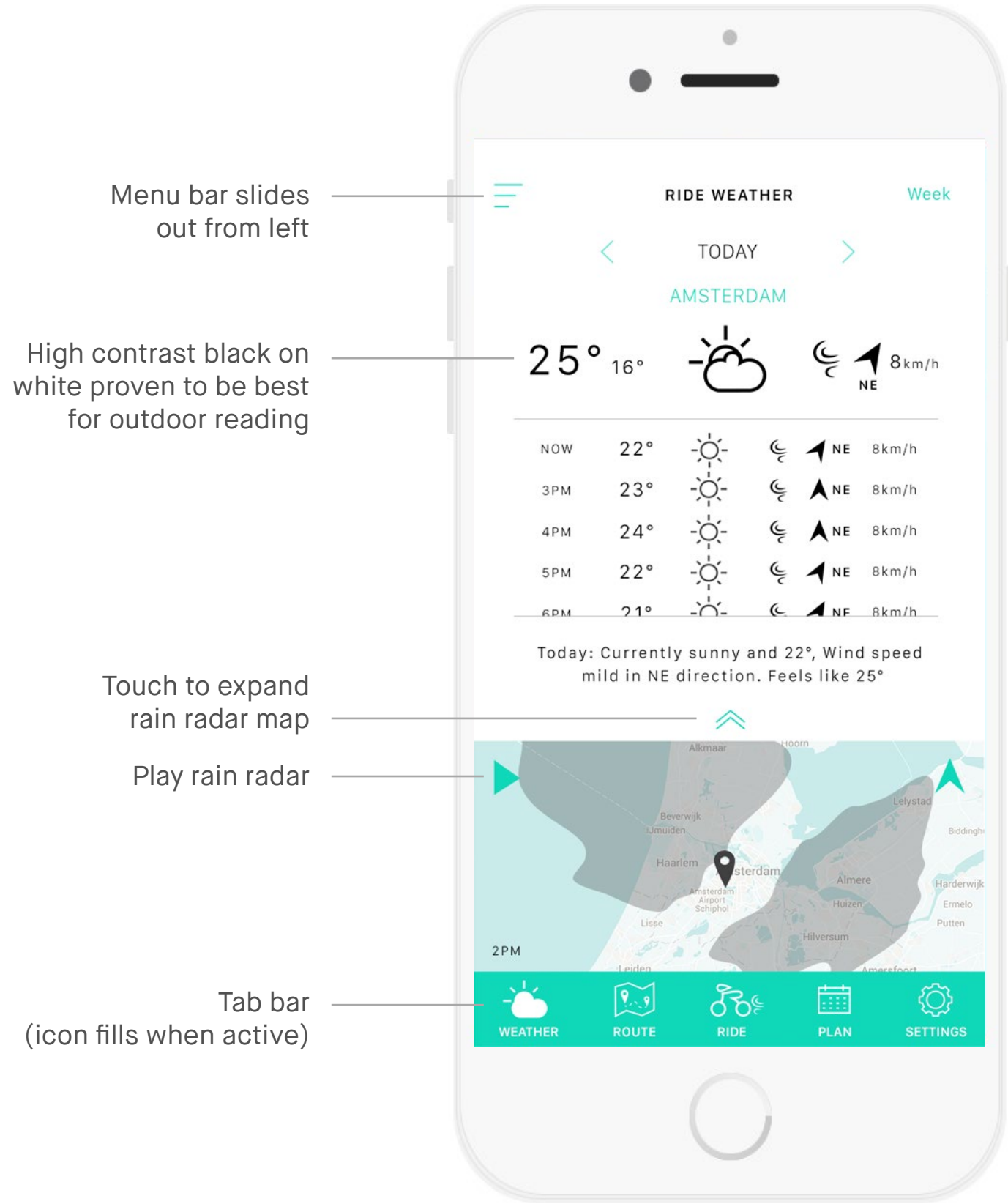


Swipe to slide or
touch skip to get
to home screen



1. Ride smartphone app

The onboarding from the app gave a short intro to the features, aiming to be short and clear so the user could begin using the app as fast as possible.



1. Ride smartphone app

Throughout research I gathered insights from the users regarding which information would be the most relevant to them in the app. All the different features and pieces of info were ranked by the users and the outcomes then integrated

into the design. The result was that they wanted to know the current temperature, weather and wind so that they could dress appropriately before going for a ride, and also to see what the next few hours looked like so they could plan.

Summary.

What was needed?

A solution to enable cyclists, triathletes and casual bikers to get the best ride possible, uniquely catered to their personal needs.

What was the solution?

An intelligent app that learns and grows with the user - the more they use it the better the route predictions get. Each route is planned depending on the rider's wishes and needs, taking into account the best weather prediction systems so the rider can avoid rain and wind.

What was the result?

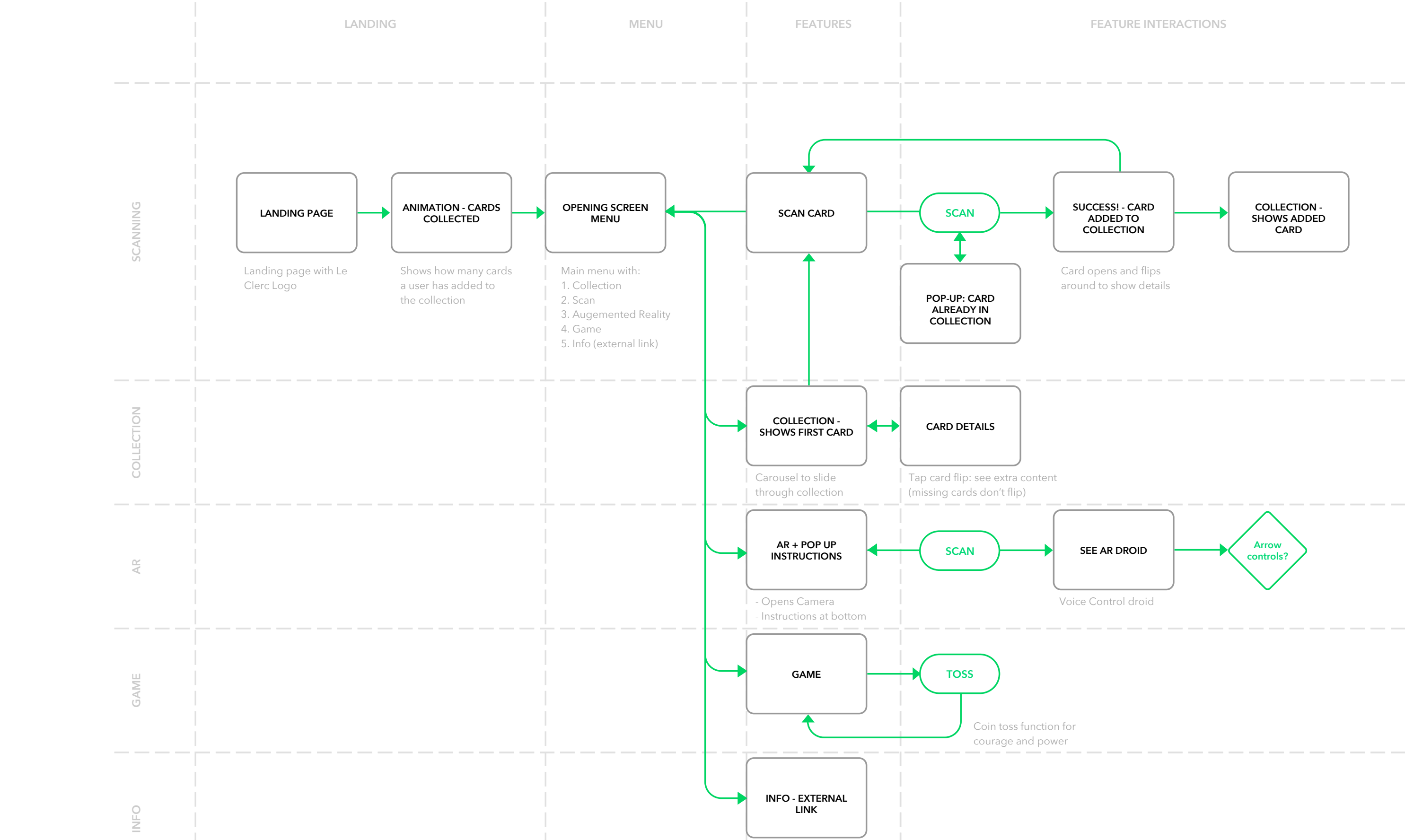
An extremely well received solution - I had all of the users I interviewed ask me when the app would be ready for them to use for real - they were all very eager and loved the entire concept.
Next steps: development.

2

Solo Trading Cards App

Concept, UX research, complete
interaction and Visual Design



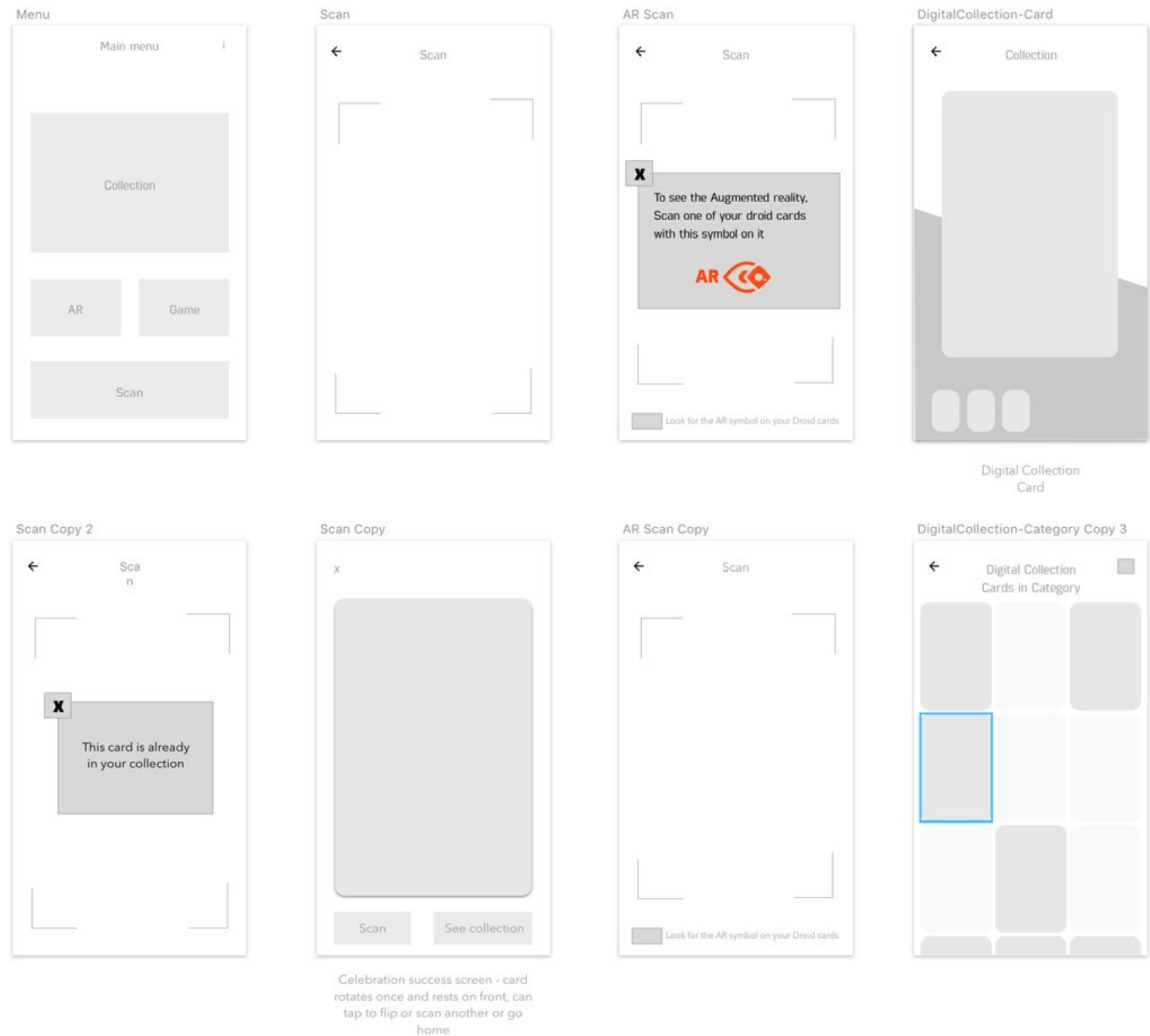


2. Solo Trading Cards App

The goal of this app was to have a digital solution to link to a physical loyalty program aimed at children and young adults - these users would collect physical rewards at their local supermarket, and when they

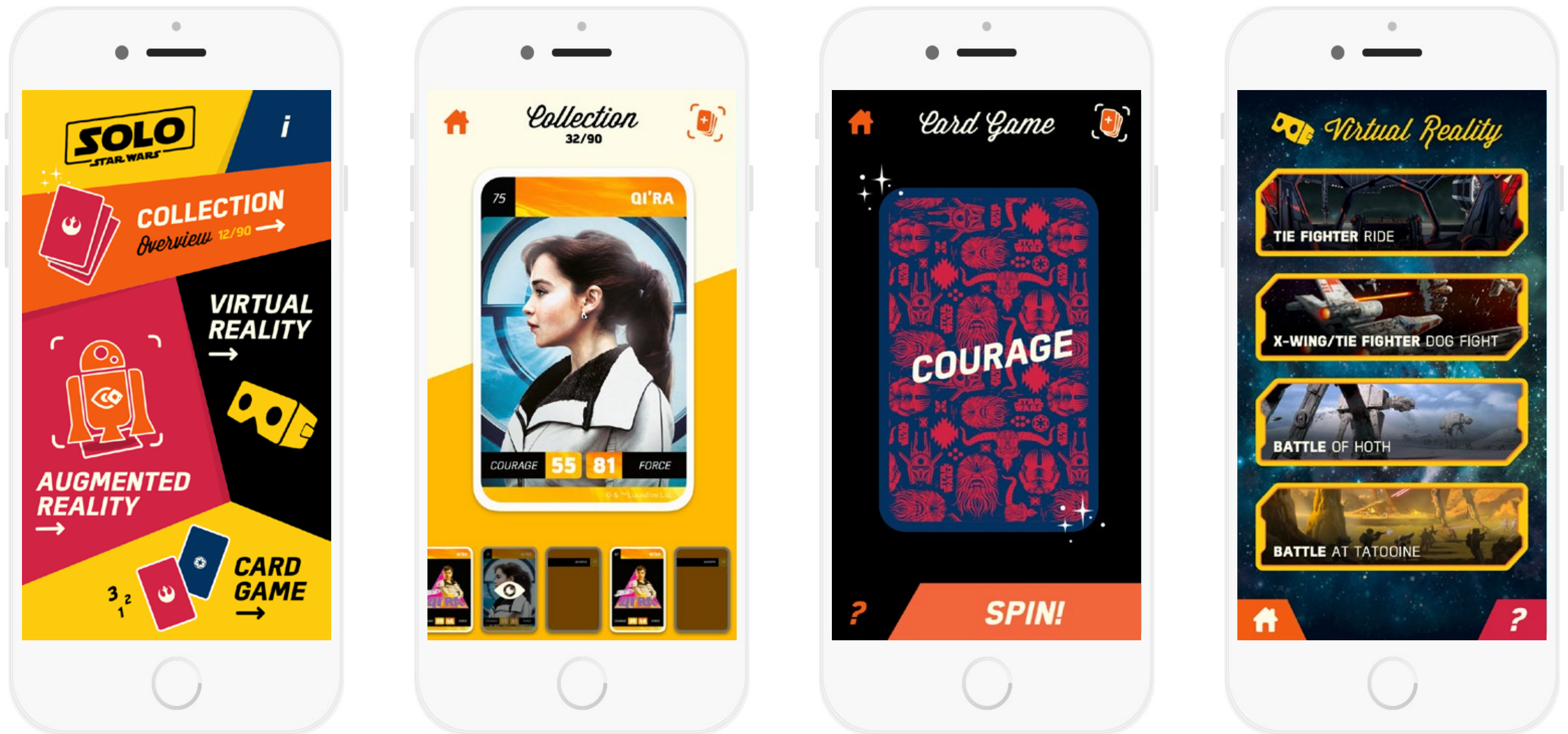
downloaded the app they would be rewarded with Augmented and Virtual Reality as well as having a simple game and digital collection. I was the sole designer responsible for the conceping, UX, interaction and Visual design.

The above diagram is the user journey flow of the app - looking at all of the actions a user would like to complete when using the app and mapping them to steps in the feature plan. Another unhappy user flow was also created.



2. Solo Trading Cards App

After creating the user journey flow diagram my next step was to create wireframes - outlining various interactions and necessary elements in the app design and to test out usability.



2. Solo Trading Cards App

The Visual design stage of this app was really fun as we had a great Style Guide to work from coming from Lucas Films - there was a really nice 80's look and feel to the style guide and this really came through in the

playfulness of the angles and the colours. The entire Solo film was designed to have a rebel attitude to it and we really tried to honor that in the design of the app while keeping the user top of mind.

Summary.

What was needed?

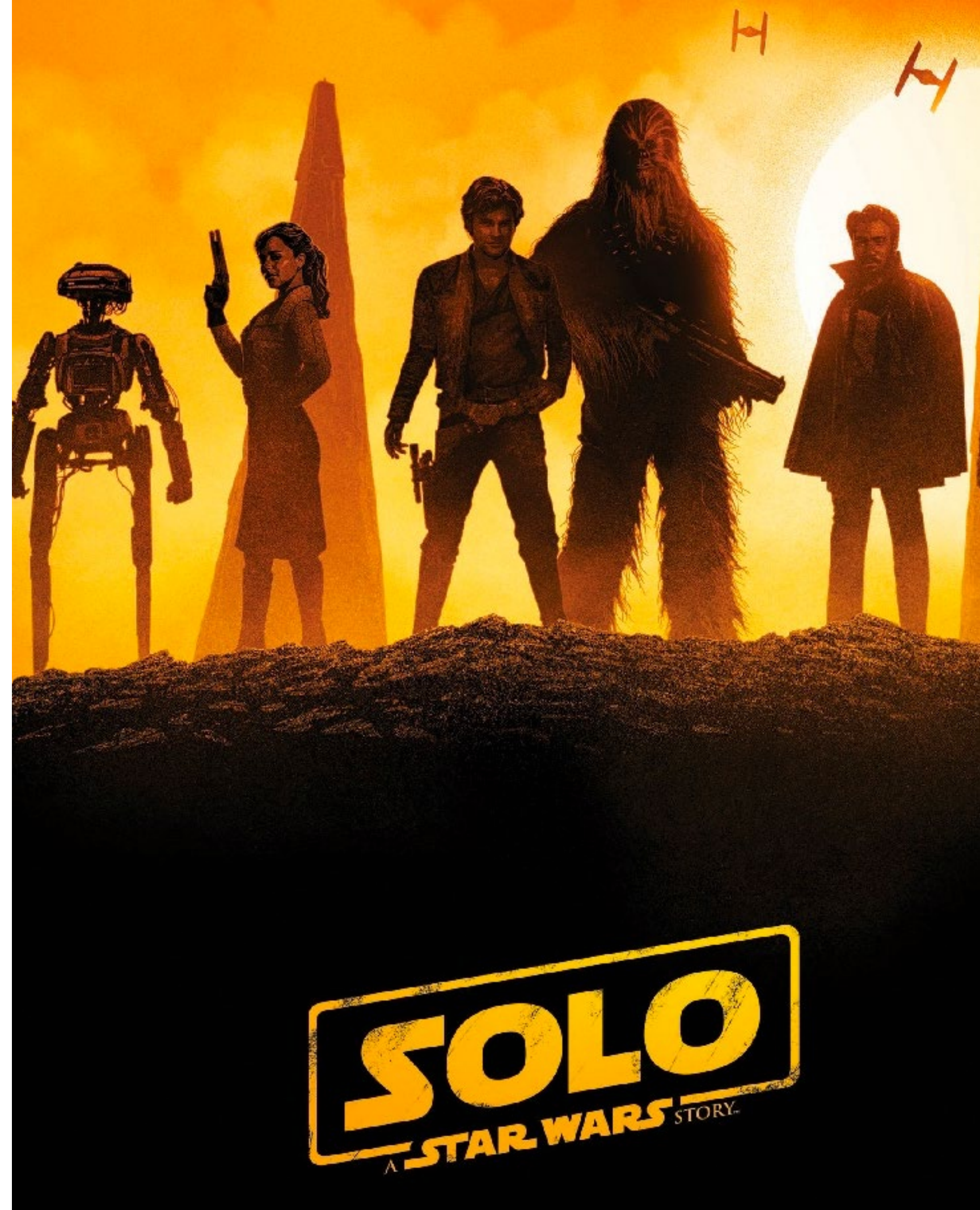
A digital solution to enhance the Star Wars card collection, in a Solo style, following all guidelines from Disney and Lucas.

What was the solution?

An app which could scan in all the physical cards to a digital collection, show extra information about characters and give the user awesome Augmented and Virtual reality experiences.

What was the result?

The app was released both in France (Le Clerc) and The Netherlands (Emte) with great success - both apps had a 4.4 star rating in the android store, with good feedback in stores from users who loved the AR + VR.

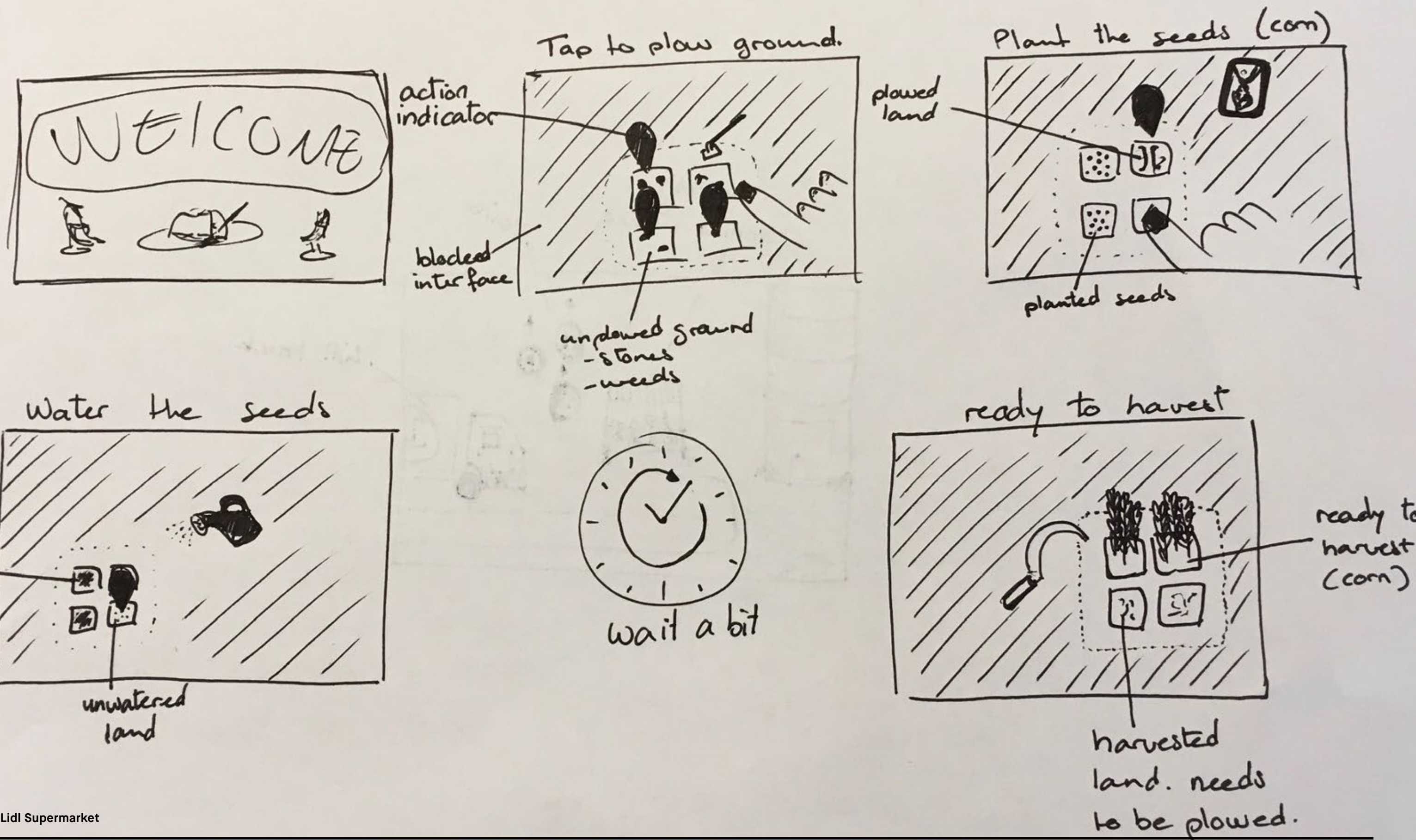




3

Farm Game App

Concept, UX, Interaction and Visual Design,
Illustration, Animation, Testing, Localisation.

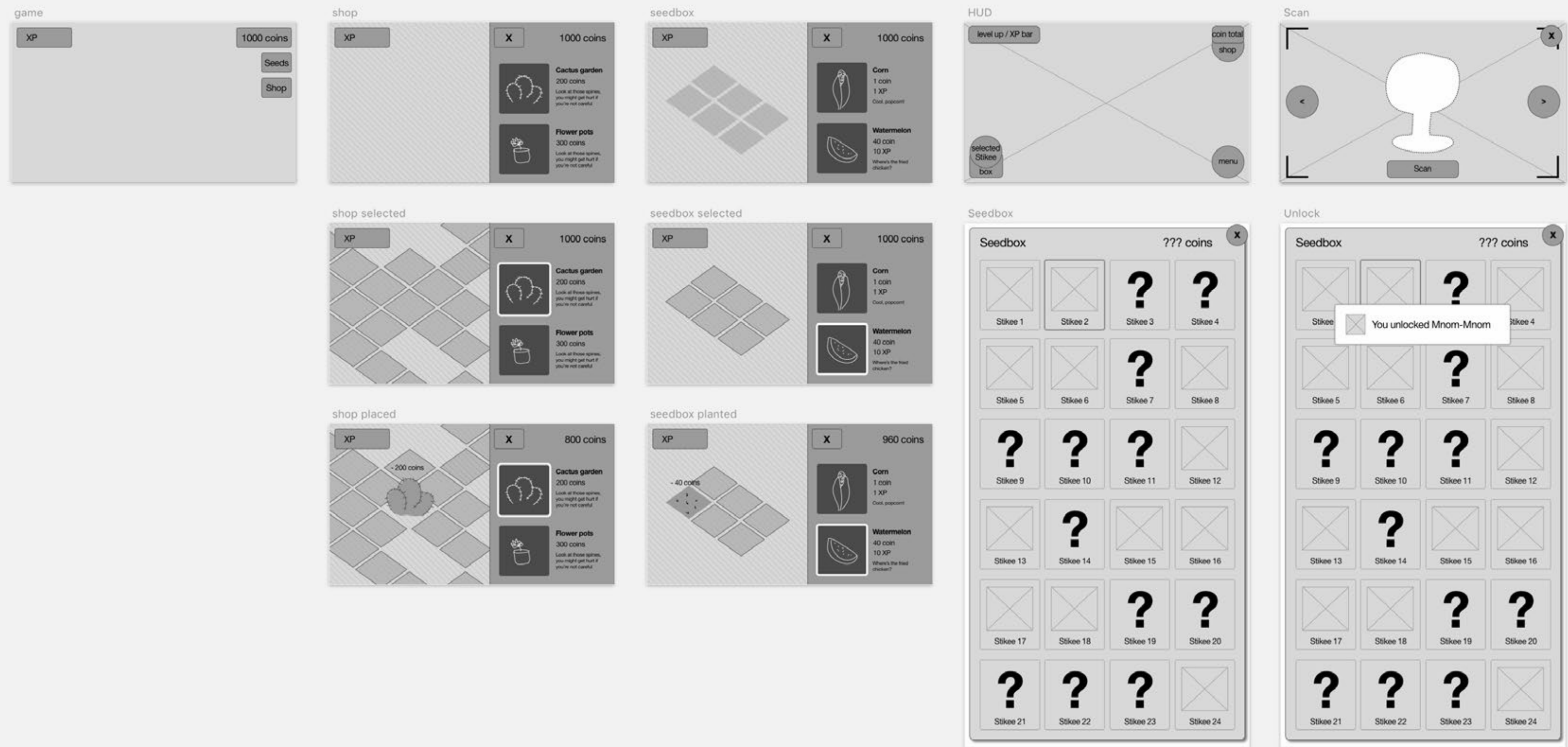


3. Farm Game App - Lidl Supermarket

This project began with a great team of designers to get to the right concept and progressed through to multiple rounds of implementations and localizations in over 20 countries in Europe. It was a really great

project and we had a lot of fun creating it and deep diving into the world of designing for children and game design. It was a challenge but we came out on the right side and had great success - meeting all goals for the

project. These sketches show initial ideas on how user flows and what the primary goals in the game would be.



3. Farm Game App - Lidl Supermarket

Wireframes of the gameplay and various options for not only buying seeds and planting the various plants but also for scanning in the physical fruit and vegetable toys to the app - each time you scanned in a physical toy,

you unlock that seed to plan in your digital farm. You could thereby see your digital 'seed' collection and also see which toys you hadn't collected yet.



3. Farm Game App - Lidl Supermarket

We designed the same structure for the shop as for the seed collection - this was fully responsive across all devices including iPad. We also included educational aspects into the game such as teaching children where all

the different kinds of fruits and vegetables came from around the world and what kinds of personalities they had.



3. Farm Game App - Lidl Supermarket

One of the business KPI's we set was to use the app as a tool to encourage users to go back to stores - we tracked this by implementing a feature that notified the user that there were free digital gifts waiting for

them in stores - they could collect these if they visited the store and activated the GPS. If the geofencing detected that they were in store, they would receive their gift (an item to place in their farm such as a purple helicopter.

Summary.

What was needed?

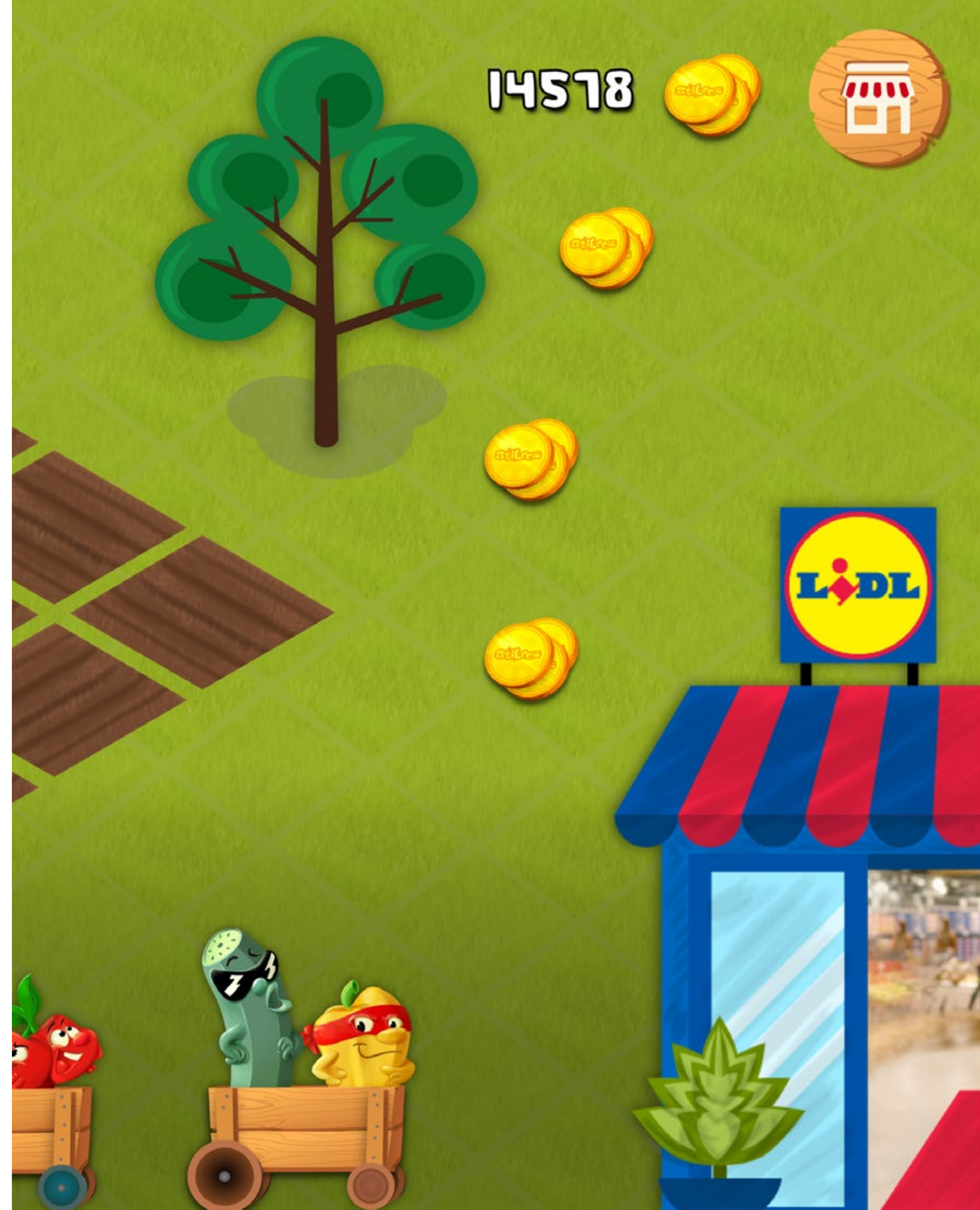
A digital solution to bring the physical collection of small fruit and vegetable toys to life - incorporating education, fun and entertainment as well as encouraging users back to stores.

What was the solution?

A fully responsive farm game app where the users could scan their fruit or vegetable toy into the app and unlock those specific seeds to plant in the game. They could design their farm, learn about the fruits and veges and collect free gifts in stores.

What was the result?

A huge success - released for Lidl stores across 20 different countries in Europe, holding an average of 4.3 stars on the Android app store and resulting in a very happy client who could track how many toys customers were collecting as well as how many users were going back to stores because of the app.





4

Insurance Platform

Concept, UX, Interaction and Visual Design

Quick Quote: Übersicht Standard Pakete

Ihre Angaben

Anz. Personen


Anz. Zimmer

Einrichtung

Wohnverhältnisse

PLZ

Strasse und Nr.



Zurücksetzen

Basic

☐ PH ☒ PH

Privathaftpflicht

Versicherungssumme: 55.-

Selbstbehalt: 200.-

Mitversicherte Personen:

- Kinder bis Ende Studium

- Konkubinatspartner

- Au pair-Angestellte

Hausra

Versicherungssumme: 92.-

Selbstbehalt: 200.-

Mitversicherte Personen:

Deckung:

- Zeitwert

- Hausrat auswärts: 2'000.-

- Hausrat zu Hause:

- Feuer

- Wasser

- Glasbruch 0.-

- Einbruch

- Diebstahl auswärts: 2'000.-

☐ PH/HR

144.-

Werte Anpassen

BestSelect

☒ PH ☒ PH

Privathaftpflicht

Versicherungssumme: 66.-

Selbstbehalt:

Mitversicherte Personen:

- Kinder b

- Konkubi

- Au pair-/

ausra

Versicherungssumme: 100.-

Selbstbehalt:

Mitversicherte Personen:

Deckung:

- Neuwert

- Hausrat a

- Hausrat z

- Feuer

- Wasser

- Glasbru

- Einbruc

- Diebstah

☒ PH/HR

144.-

Werte Anpassen

DeLuxe

☐ PH ☒ PH

Privathaftpflicht

Versicherungssumme: 79.-

Selbstbehalt:

Mitversicherte Personen:

- Kinder b

- Konkubi

- Au pair-/

ausra

Versicherungssumme: 10

Selbstbehalt:

Mitversicherte Personen:

Deckung:

- Neuwert

- Hausrat a

- Hausrat z

- Feuer

- Wasser

- Glasbru

- Einbruc

- Diebstah




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144.-

Werte Anpassen

Option b

Private Haftpflicht - Unsere Pakete

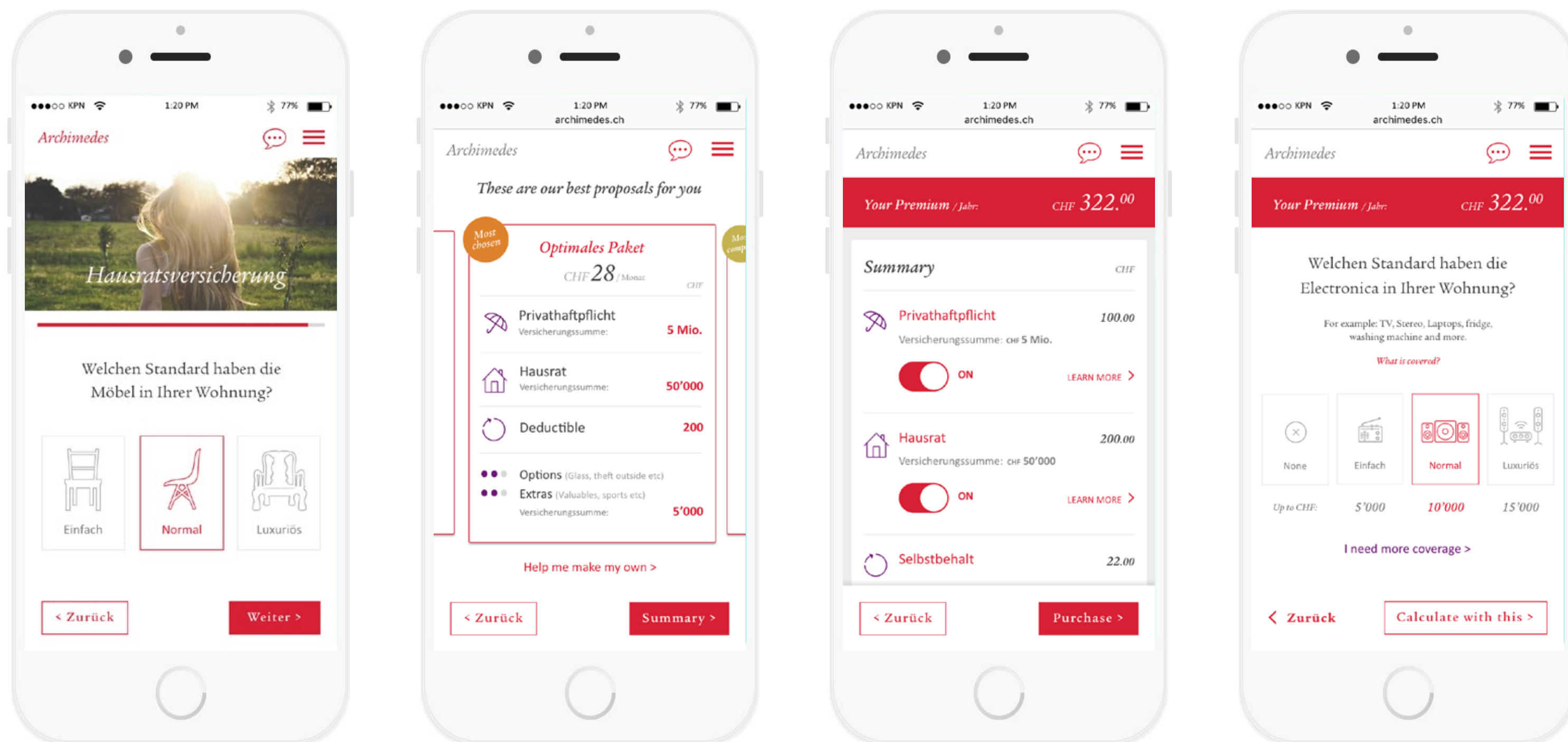
			
	Unser Starterpaket, bei dem Sie einen Teil mithelfen, die Risiken zu tragen.	Unser optimales Paket, für den typischen Bedarf.	Unser umfassendes Paket, das Ihren Hausrat rundum schützt.
	Am häufigsten gewählt		
	Private Haftpflicht		
Summe	3'000'000	5'000'000	10'000'000
Selbstbehalt	500	200	0
Rechtsschutz (passiv)	✓	✓	✓
Grobfahrlässigkeit	✗	✓	✓
Fahren fremder Fz (Selbstbehalt)	✗	10% (min 500, max 5'000)	500
Mietauto SB (Kasko)	✗	✗	✓

4. Insurance Platform - Swiss Life Bank

I was asked to come into a project as a visual designer and help Swiss Life to create a demo concept for an insurance platform so they could test their customer's reactions to the change in onboarding and claims processes.

I was taken through a large powerpoint with a lot of their ideas (above) which were to do with making the onboarding and claims processes easier - one of their ideas was to group all the complicated insurance options

into packages so it would make it easier for the consumer to choose one. They asked me and a strategist to come up with a solution for the claims process that would make things quick and easy.

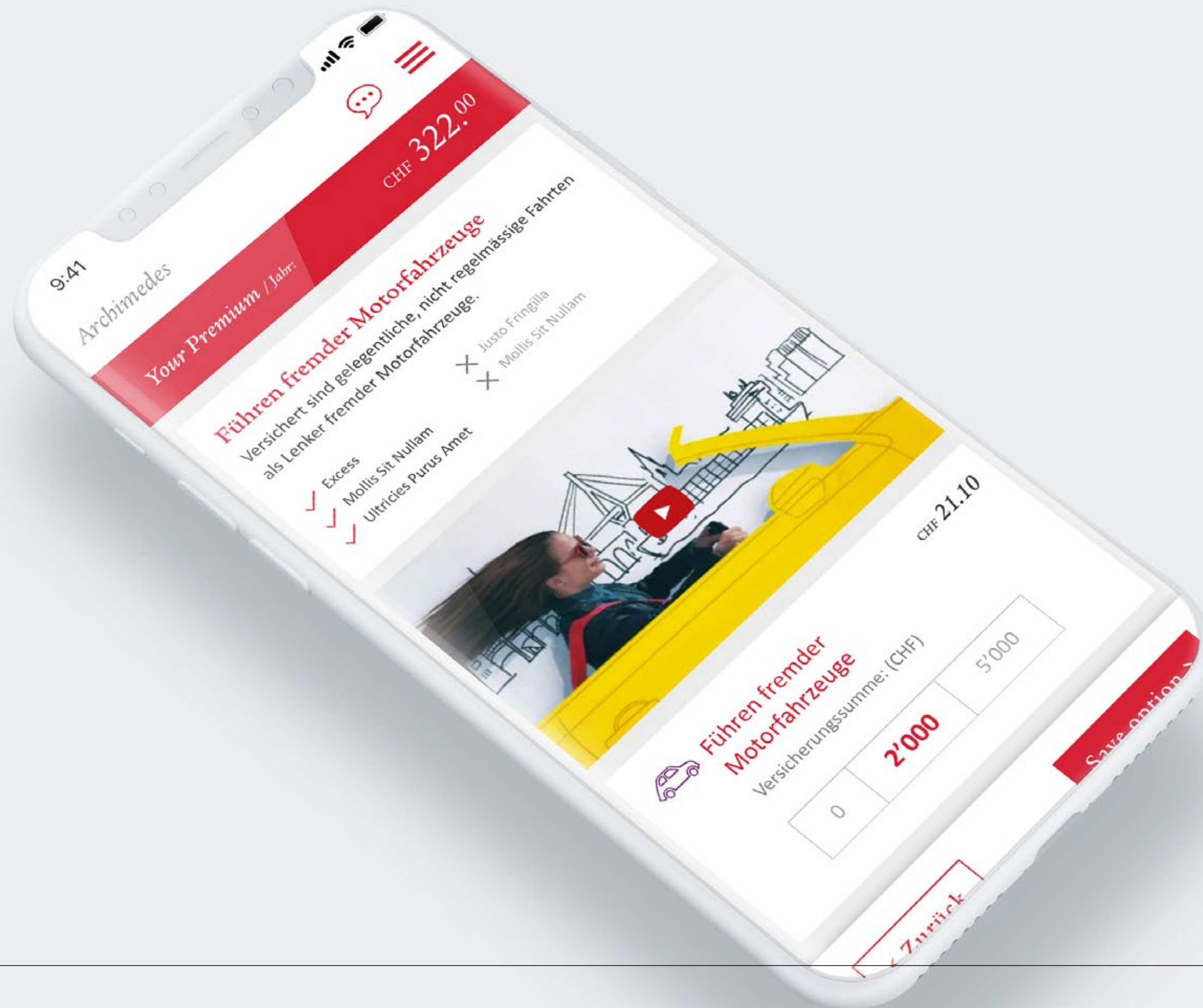


4. Insurance Platform - Swiss Life Bank

The solution to the onboarding process (purchasing insurance) was made to be much more graphic, simple and clear - I used a lot more iconography and narrowed the 'form' down to a maximum of five questions. The

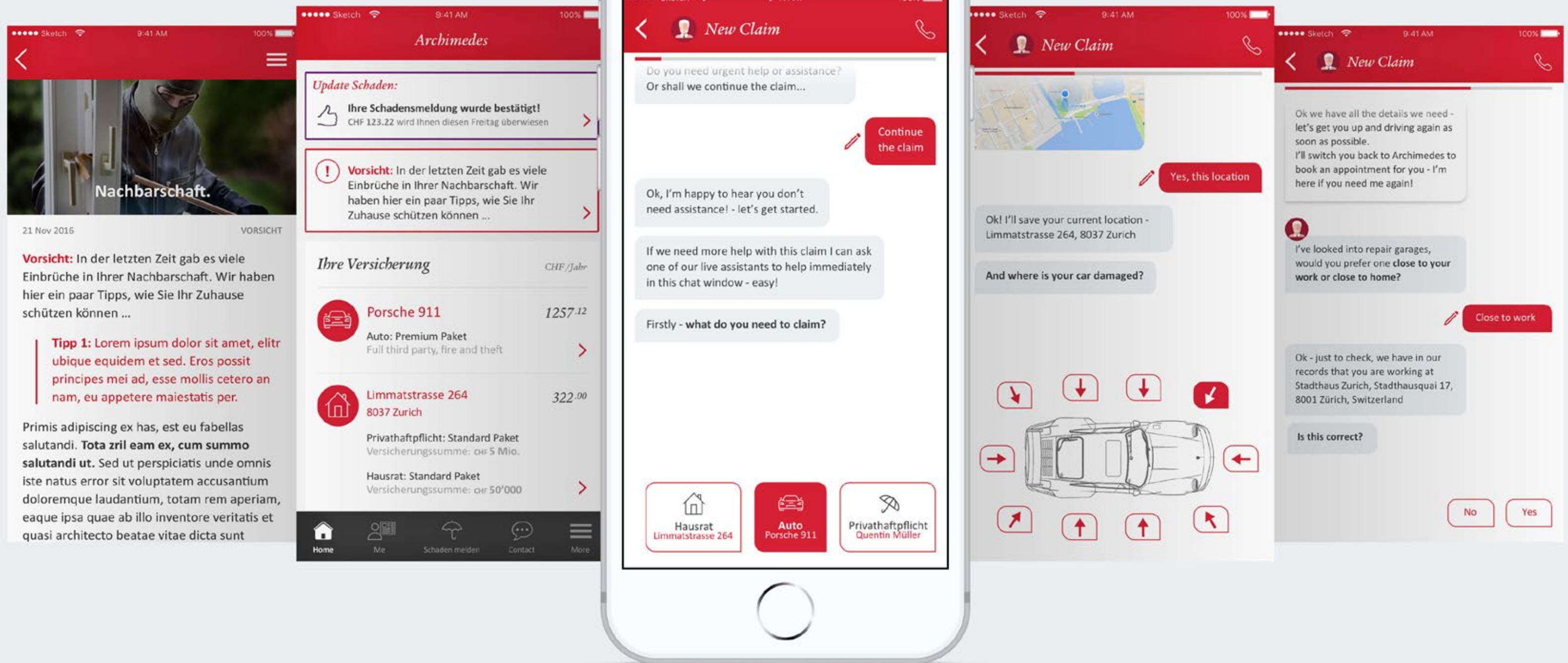
questions were designed in such a way so that the system would then intelligently give you three different packages based on your answers. The user could then easily turn on and off various options and see short videos

explaining what these other options would be - with the idea to have as little text to read as possible. After the initial question stage, the premium of the insurance would be visible at all times.



4. Insurance Platform - Swiss Life Bank

Simple and clear overviews of what is and isn't included in the chosen package, along with fun, short videos or animations make the onboarding process much more easy and clear.



4. Insurance Platform - Swiss Life Bank

The claims process we suggested was based on a chatbot idea to make filing a claim much easier than filling out a long boring form. A bot would ask you simple questions in a friendly tone, showing you easy options to choose from to minimize typing at all stages. Once your claim was finished you would even have easy assistance arranged for you. In every step it is simple to switch to a real person for extra help.

bM

Summary.

What was needed?

A digital solution to help with a difficult, confusing and long insurance onboarding and claims process.

What was the solution?

Onboarding: Simple illustration based questions, easy selection of one of three packages with simple and clear explanations of all options and add ons.

Claims: Chatbot based simple claims process - as little hassle as possible.

What was the result?

Well received concepts that passed the user testing and survey stages and is now in development for implementation into the Swiss market.



A close-up photograph of a hand dropping a coin into a white piggy bank. The piggy bank has a simple, stylized face with two small black eyes and a curved line for a smile. The background is a soft, out-of-focus green, suggesting foliage. The overall tone is bright and positive.

5

Investment App

Visual Design + Branding



5. Investment App - Peaks

Peaks is an investment app aimed at users aged 18-35 in The Netherlands with the goal of making investing much easier for this age group as it is perceived as being too difficult and 'for old people'.

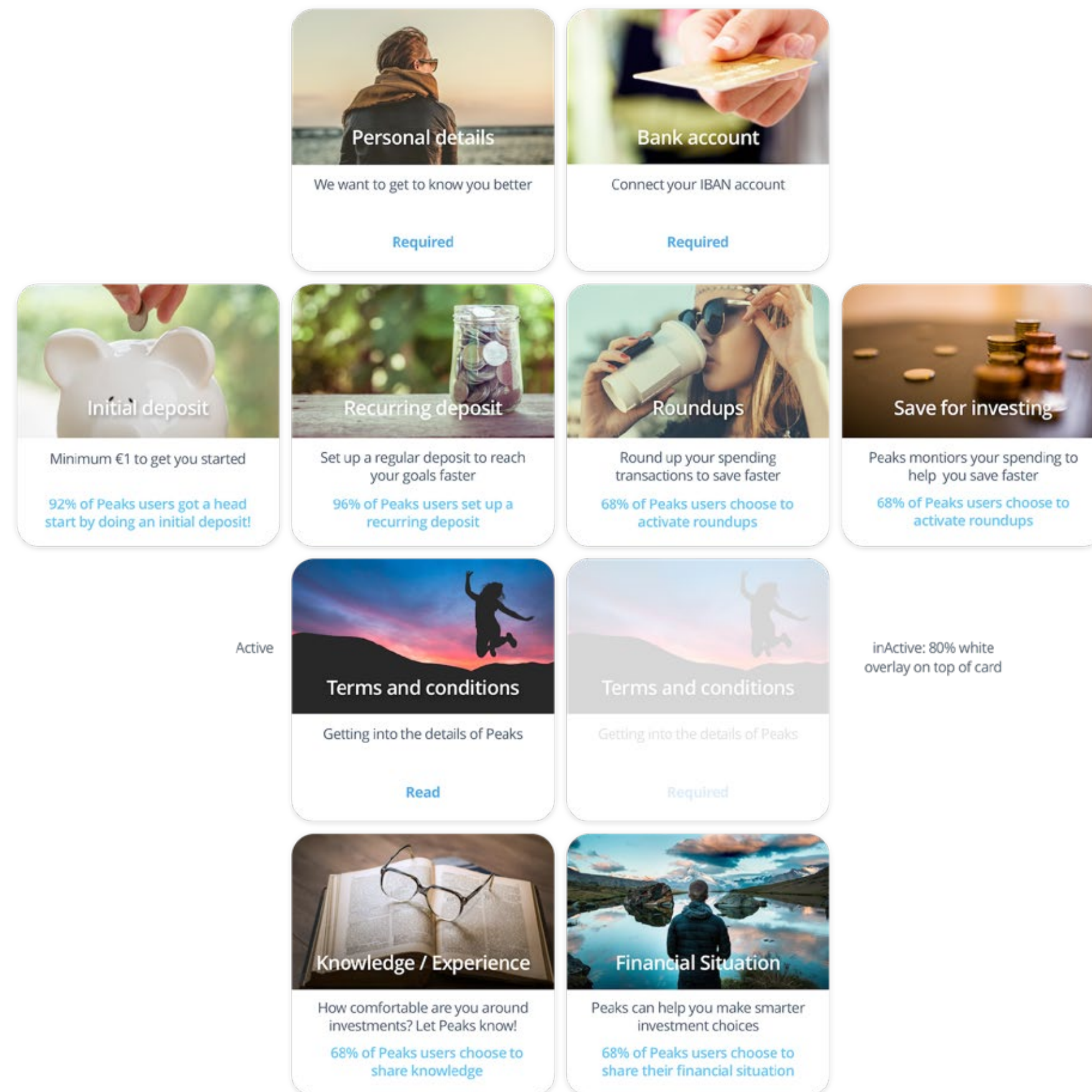
Peaks wanted to try making investing cool, hip and attractive to young people so the barrier to begin investing would be much lower. I was brought in to this project along with an interaction designer to help out with

the visual design and concepting of the user flows.



5. Investment App - Peaks

The style of communication in Peaks was a chatbot - aimed at making young people feel more comfortable in an environment they are very familiar with: Chat.



5. Investment App - Peaks

I helped them to look at the kind of images they were using to ensure that it was relevant for the target market as well as designing the screens in the app.

Summary.

What was needed?

Visual design that fit to the young target market while still communicating how the style of investment works.

What was the solution?

A chatbot design for a feeling of familiarity, youthful images in the styleguide and easy to use card based designs for navigating through the various options.

What was the result?

A well received app with 4.2 stars in the android app store and numerous great reviews. And of course a huge amount of young people in The Netherlands who are now investing as a result of the app.

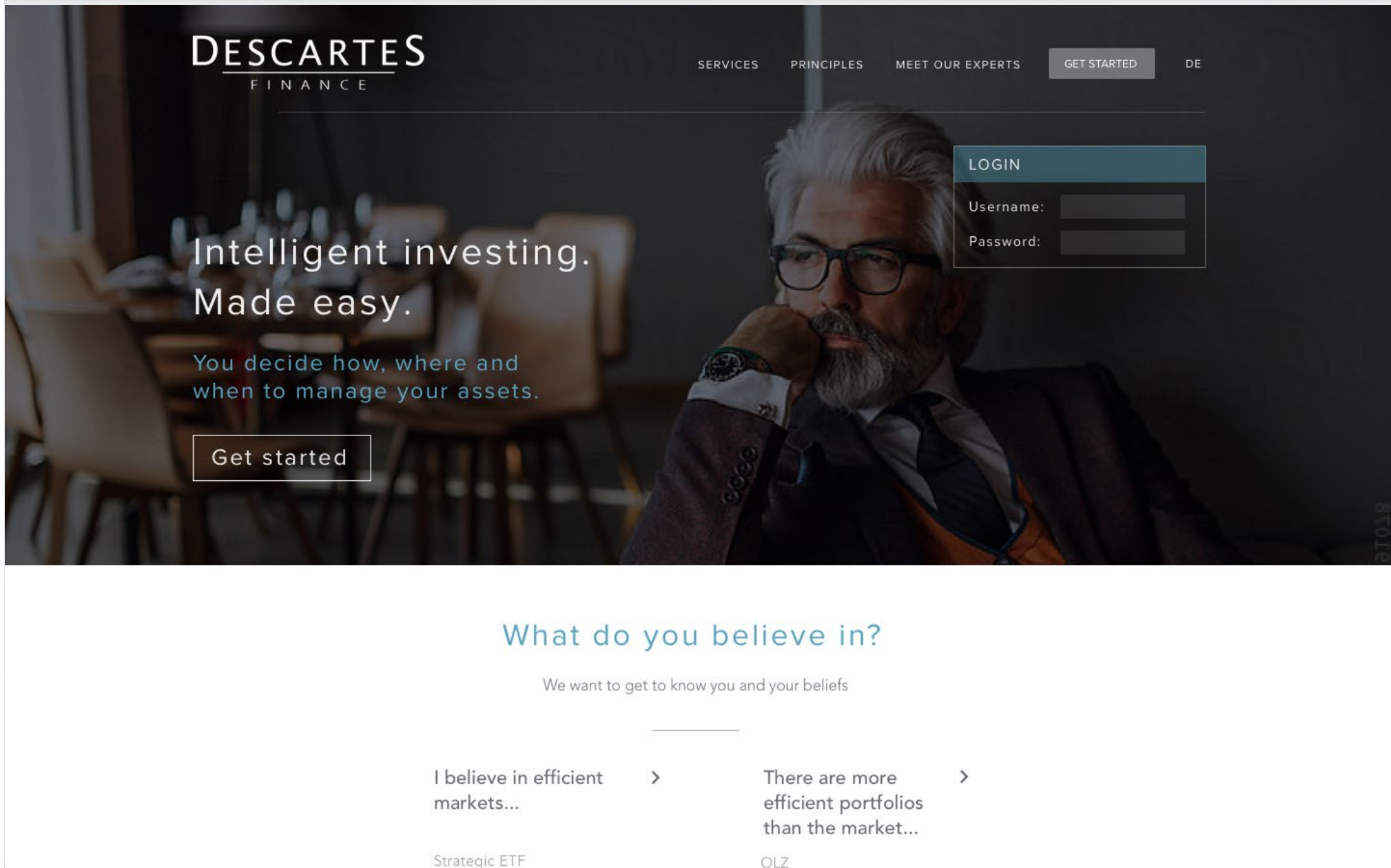




6

Executive Investor Website

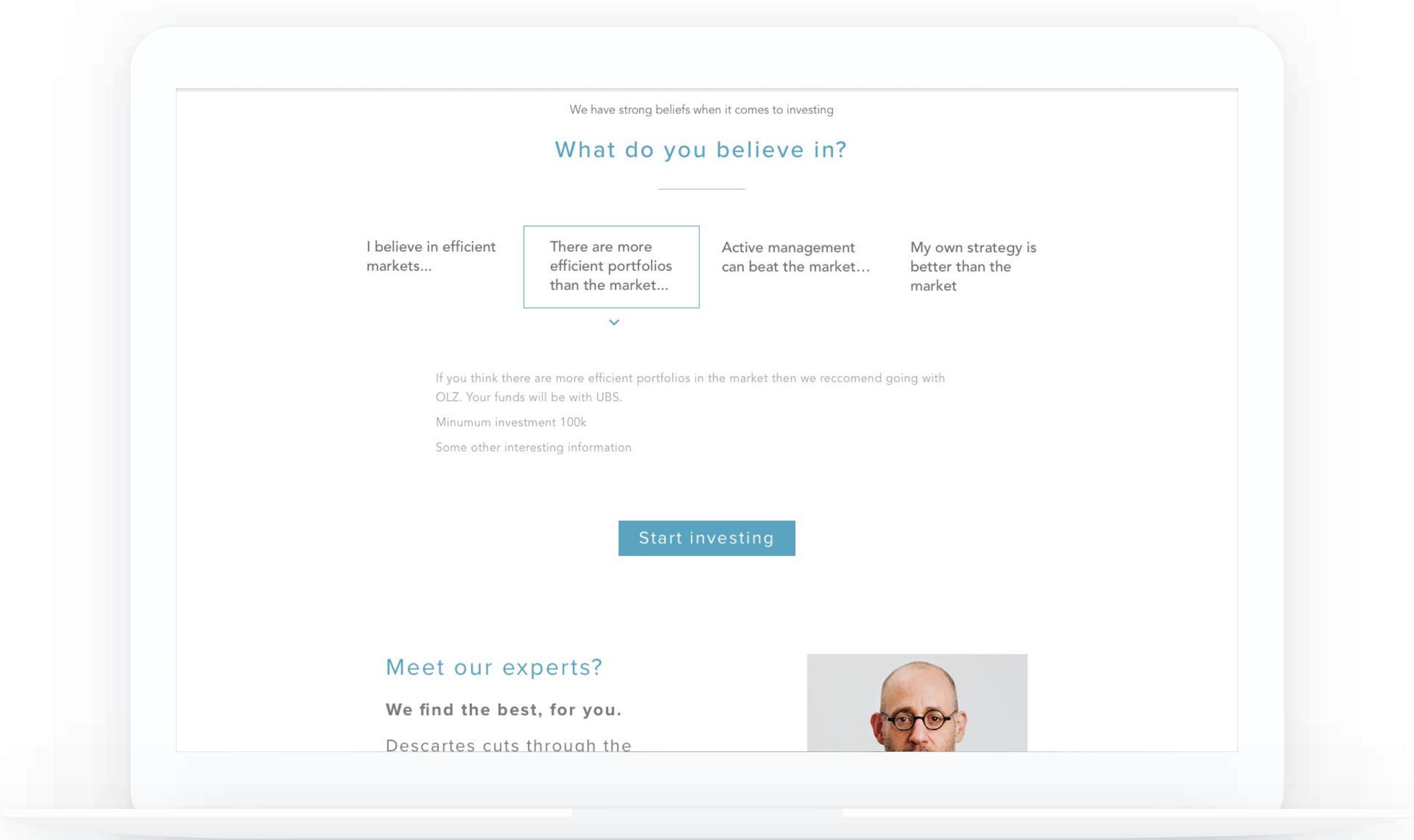
Visual Design + Branding



6. Executive Investor Website - Descartes Finance

Descartes Finance is an investment solution aimed at Swiss executives who are looking for the next step up in intelligent investing. They offer premium solutions for high end customers and needed to professionalise

their website to better reflect their target audience. I was asked to redesign their website and provide them with a style guide for future brand and marketing material, along with collaborating on the information design.



DESCARTES

FINANCE

Stylish

Sophisticated

Elegant

Status

Comfort

Trusted advisor

Expert

Thought leader

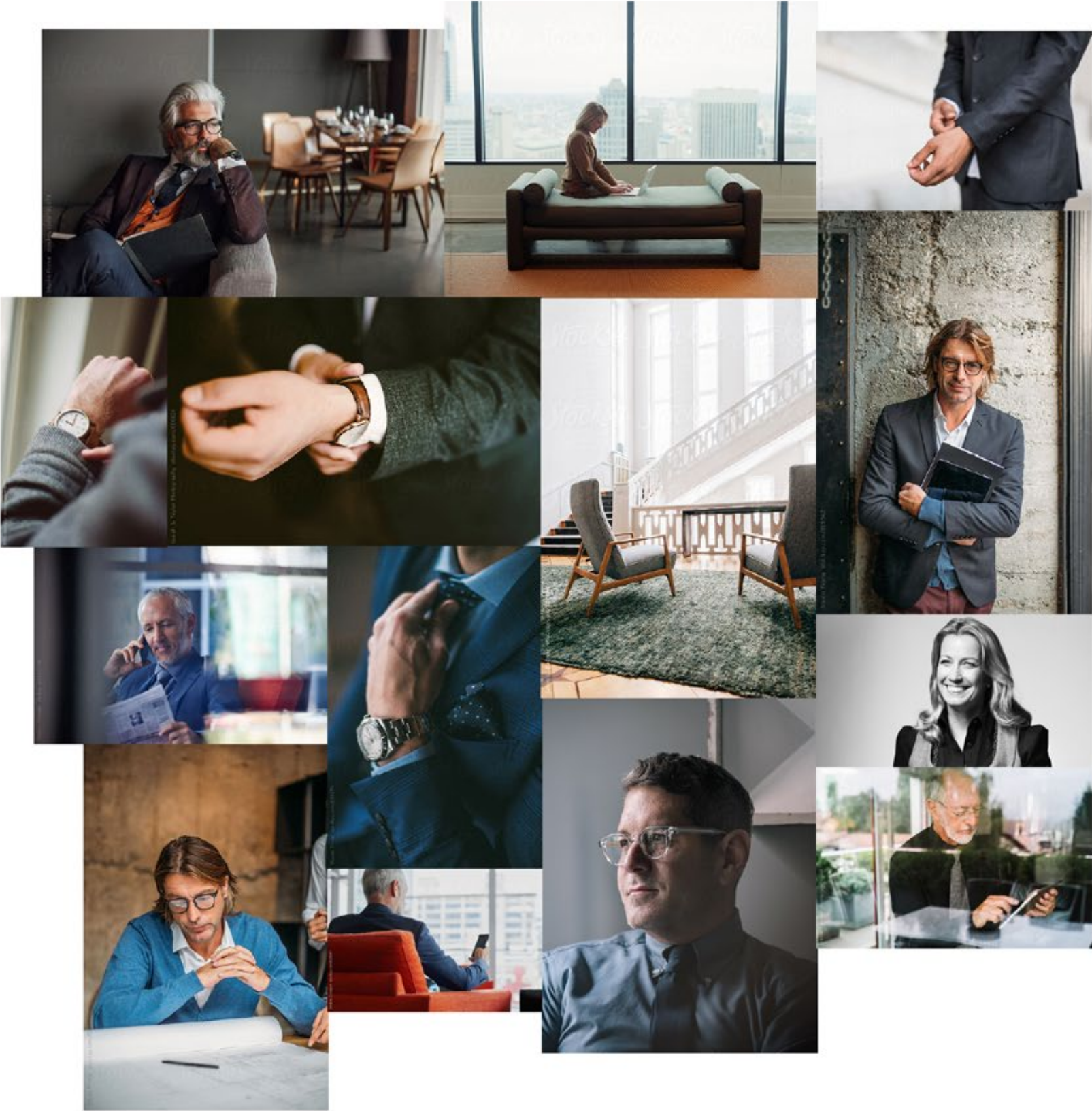
Goals:

Tell a story

Set the scene

Sell a dream

Appeal to emotions



6. Executive Investor Website - Descartes Finance

I created a brand guide to enable them to use the correct style of images to ensure that they were relevant for the target market.

Summary.

What was needed?

A more professional website, clearer information systems and a style suited to the executive target market.

What was the solution?

A sophisticated and clean website - clearly outlining their services and options for their various investors.

What was the result?

Well received, with a 370% higher sign up rate than with their previous website.



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