

Profile Summary: Product Designer with 6+ years turning complex products into clear, trustworthy experiences across consumer apps, customer portals, and internal tools. I turn complex technical and operational requirements into experiences that feel simple to use, and I build and maintain design systems that keep products consistent. I run my own user research, work closely with product owners and engineers throughout the product lifecycle, and use AI tools daily across research, ideation, prototyping, and design. I simplify dense workflows into intuitive flows, and own product end-to-end from concept to production alongside product managers and engineers.

EXPERIENCES

 Personeel.com B.V (Dutch Recruitment Platform)

Contract Senior Product Designer February 2026–Present

Key Skills: 0-to-1 Product Design, User Research & Synthesis, Design Systems (Variables & Tokens), User Flow & Edge Case Mapping, Accessibility (WCAG), B2B SaaS, Stakeholder Management, Developer Handoff.

- **End-to-End Product Design:** Leading design for a Dutch B2B recruitment marketing platform, from design system architecture to MVP launch. Shipping the MVP in 10 weeks across the full funnel.
- **User Research & Synthesis:** Interviewed account managers and stakeholders to map real workflows, benchmarked recruitment tools for market positioning, and ran usability testing with real users, synthesizing findings into design and product decisions.
- **Compliance by Design:** Embedded EU AI Act traceability into every AI-generated recommendation and built an itemized cost breakdown (ad budget, service fee, VAT) to meet the EU Price Indication Directive.
- **Human-AI Interaction Design:** Designed the platform's AI interactions, including uncertainty flagging, plain-language explanations, and one-click overrides, enabling users to review and correct AI decisions with confidence.
- **AI-Augmented Design Process:** Integrated AI tools and agents into my own workflow (Claude, Figma AI, MCP handoff to engineers) to accelerate research synthesis, ideation, and design-to-code, shipping faster without sacrificing quality.
- **Architected a 30+ component design system** from scratch on Figma Variables and tokens, accelerating developer handoff and holding visual consistency across the funnel. Defined the platform's typography scale, spacing system, layout grids, and micro-interactions, building one cohesive visual language across the full funnel to WCAG 2.2 AA accessibility standards.

 Solashi Japan(ソラシジャパン) Agency

Remote Senior Product Designer July 2024 - March 2025

Key Skills: UI Design, Visual Design, Mobile and Web App Design, Design Systems, Interaction Design, Concept Development, Prototyping, Client Communication

- Designed consumer-facing (B2C) web and mobile app interfaces for Japanese business clients, focusing on clean, attractive, and intuitive UI. Created high-fidelity screens, UI components, and visual layouts, maintaining a consistent visual language across web and app.
- Partnered with Japanese stakeholders and developers to ensure the visual design was implemented with high quality and accuracy.

 Payoo e-Wallet - A Member of NTT DATA Group (Fintech)

Product Designer (Fintech/Payments) April 2020 - May 2024

Key skills: Design Systems, UX/UI Design, User Flow Mapping, System Architecture Collaboration, Banking Plugin Integration, Fintech Product Design, Research & Prototyping, Stakeholder Communication, Merchant Collaboration, Cross-cultural Teamwork (Japan, Europe).

- **Co-architected & Scaled Design System:** Worked with the team to architect token-based Design System (from foundations to semantic layers), successfully adopted by 4 product teams. This unified visual consistency across Merchant & Consumer apps and reduced design-to-dev handoff time by ~30%.
- **Designed mobile e-wallet experiences (iOS and Android):** Designed Merchant and Consumer app interfaces, turning complex financial and operational logic into clear, user-friendly mobile experiences.
- **Data-Driven UX Optimisation:** Led end-to-end redesign of the App design flow based on user drop-off analysis with the team.
- **Cross-functional Leadership:** Collaborated closely with Product Managers, Business Analysts and System Architects to integrate complex banking plugins, ensuring UI scalability while meeting strict Fintech compliance (KYC/AML) and technical constraints.

Part-time/Freelance

 LUNOS LAB creative design company limited

Freelance Projects July 2022 - Aug 2024

Key skills: UX Research, Product Thinking, Freelance Management, UI Design, Cross-cultural Design, Client Communication, Prototyping, Design Strategy

Bj’s Restaurant & Brewhouse App
Ranking in 4th place for NPS in USA

Veene Website
The first DIY platform in Vietnam

Vietnam Airlines Booking Website
Booking Platform

EDUCATION

 **Amsterdam University of Applied Sciences**
Master in Digital Design
Graduated: Nov 2025

 **Architecture University HCM**
Bachelor in Interaction Design
2014 - 2018

 **Coderschool**
Certificate UX/ UI Design
2019-2020

TOOLBOX

Design & Prototyping Figma (Variables & Tokens, Prototyping) Framer	Visual & Craft Adobe Creative Suite	AI & Agents Claude Code, Figma AI, MCP (design-to-code handoff) ChatGPT, v0, Midjourney	Research & Collaboration Miro / FigJam
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