

## Contact

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## Top Skills

Digital Strategy  
User Experience Design (UED)  
Design Workshops

## Languages

German (Native or Bilingual)  
English (Native or Bilingual)

## Publications

Responsible design

# Wouter Biegstraaten

Senior UX Designer at IEX Group  
Hilversum, North Holland Province, Netherlands

## Summary

UX & Customer Research. UI. Conceptor. Digital. Strategist. Customer journey. Prototyping. Facilitating design workshops and user interviews. Storytelling. I love the scope of working as a digital creative. Delivering online solutions that work in terms of design, usability and traffic. User centered thinking and good in turning ideas into pixels. The initial transition from concept and design to its online end station is where I find my passion: it is what I am good at. Thinking outside the box is one of my strong skills. It is my passion for my work makes me go that extra mile. Always looking for the answer to that one question: what would my user want. #userfirst.

Worked for a variety of clients both small and large. Both national and international.

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## Experience

IEX Group N.V.  
Senior UX Designer  
May 2018 - Present  
Amsterdam Area, Netherlands

Working as a ux designer. Facilitating design workshops. Conducting user research and user interviews. Designing wireframes. Currently involved in the redesign of the site and implementing Responsive Thinking.

Trivento  
UX | Concept | Digital Strategist  
January 2017 - May 2018 (1 year 5 months)  
Amersfoort

UX as a heartbeat. User first. Interfaces, portals, websites, apps. Creating interfaces, upgrading existing experiences. Pitching concepts and new ideas for i.e. HR 2.0 tool and portals

Clients I worked for are FWG, Uninu, Afiber and Iflavour.

## Independer

Front end developer

February 2016 - January 2017 (1 year)

Hilversum

Building new services for the website of Independer. At Independer we work in different dedicated teams composed of developers, frontend, tester and productowner - following the way of the agile workflow. -

#angular #css #html #sass #mobile #responsive #agile #seriousfun

## DataWireSport

Creative UX Frontend Designer

February 2015 - February 2016 (1 year 1 month)

Almere

Working in a small team, inspired by the Scrum method, designing the portal for Australian amateur tennis. Writing markup using Bootstrap - version control through Sourcetree and Bitbucket. Writing styleguides and updates.

Responsive Webdesign

## Digimo Media

Senior Creative Web developer

August 2014 - January 2015 (6 months)

Responsible for the design of a wide range of responsive DM campaigns - including banners and email templates. Simultaneously responsible for writing comprehensive responsive markup for campaigns and for white labels. All responsive, all developed in-house, using media queries and scss with a hint of Angular.

## Flinqer

Senior User Interface Developer

January 2014 - July 2014 (7 months)

Amsterdam

Flinqer is a start-up that enables you to manage your cash-flow in a clever way. In the space of six month I updated the current design and upgraded the old inflexible code to responsive code using Foundation. Using Grunt, Scss and Svn for version control and deployment. Developing using Twigg, Symphony, Html, jQuery and Css. Build using Foundation. Also worked on other design elements like brochures and leaflets. Improved email campaign and email itself.

## Discovery Networks Benelux

Digital Media Producer

2008 - 2013 (6 years)

Designing and developing websites and competitions for commercial clients and internal stakeholders. Involved in launch of TLC online - both campaign and website

Wireframes | Site development | Testing sites in all browsers and on all platforms | Webanalytics | Database management using phpmyadmin and mysql.

HTML(5), CSS, jQuery, PHP, JSON, Actionscript, Ajax, Raphael

## KSM Retail Branding & Design

Web Designer

2007 - 2008 (2 years)

Creating adds for different types of clients using flash, actionscript, illustrator, photoshop and dreamweaver.

Assisting in creating online tools for clients.

## ABN AMRO

Senior Graphic Designer

March 2005 - May 2007 (2 years 3 months)

As a senior graphic designer I was responsible for the layout and pre-press of numerous financial brochures. I also designed and proofread posters and advertisements. All in line within and according to the Corporate Identity of ABN AMRO.

## Coltex

Designer: web & graphics

May 2003 - January 2005 (1 year 9 months)

I designed and built websites. Frontend development combined with backend solutions.

webdesign combined with graphic design.

- flash / actionscript / php /html /css

## DaimlerChrysler

Designer

August 2002 - March 2003 (8 months)

Designer at DaimlerChrysler Berlin

\* Brochures, posters, leaflets, freecards, slideshows

\* CI design

\* Flash, Photoshop, Illustrator, PowerPoint, Quark Xpress

## Megagifts

Graphic design

April 2001 - August 2001 (5 months)

graphic design and web design.

flyers, leaflets, posters, site, interfaces

## De Scheepvaartkrant

Graphic Designer

March 1998 - March 2001 (3 years 1 month)

Graphic designer: layout of newspaper, image control, system management - OS9, prepress, some webdesign.

high pace, pressure, strict deadlines.

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## Education

Hogeschool INHOLLAND Rotterdam

Bachelor of Arts (BA), Design & Communication · (1992 - 1997)

HBO University

Bachelor of Commerce (B.Com.), Design and Communications · (1992 - 1997)