

Say bye to clueless designing, say hi to solving problems. 🙌

Only one more designer left!!! Reach out before it's too late!!! #darkpatterns

Hi! I'm Daan, a creative UX & Product Designer



A Dutch based designer, available for full-time roles and design advising.

I design digital products for startups, brands, and entrepreneurs with cool projects.



Sushi | Even spacing | Team-driven environment | Movie night | Working next to a developer | Crossfit | Photography | Travel

At work

I am a T-shaped Product/UX designer who tackles complex challenges every day. I am broadly oriented and involved in the entire design process of a product. I approach challenges from a holistic perspective and apply the Design Thinking methodology in my work.

I am a real connector. Through design sprints, hackathons and workshops, I bring different disciplines together and facilitate the creative thinking process. And a can-do mentality: with my entrepreneurial mindset I am able to bring an idea to execution and involve the right stakeholders.

In life

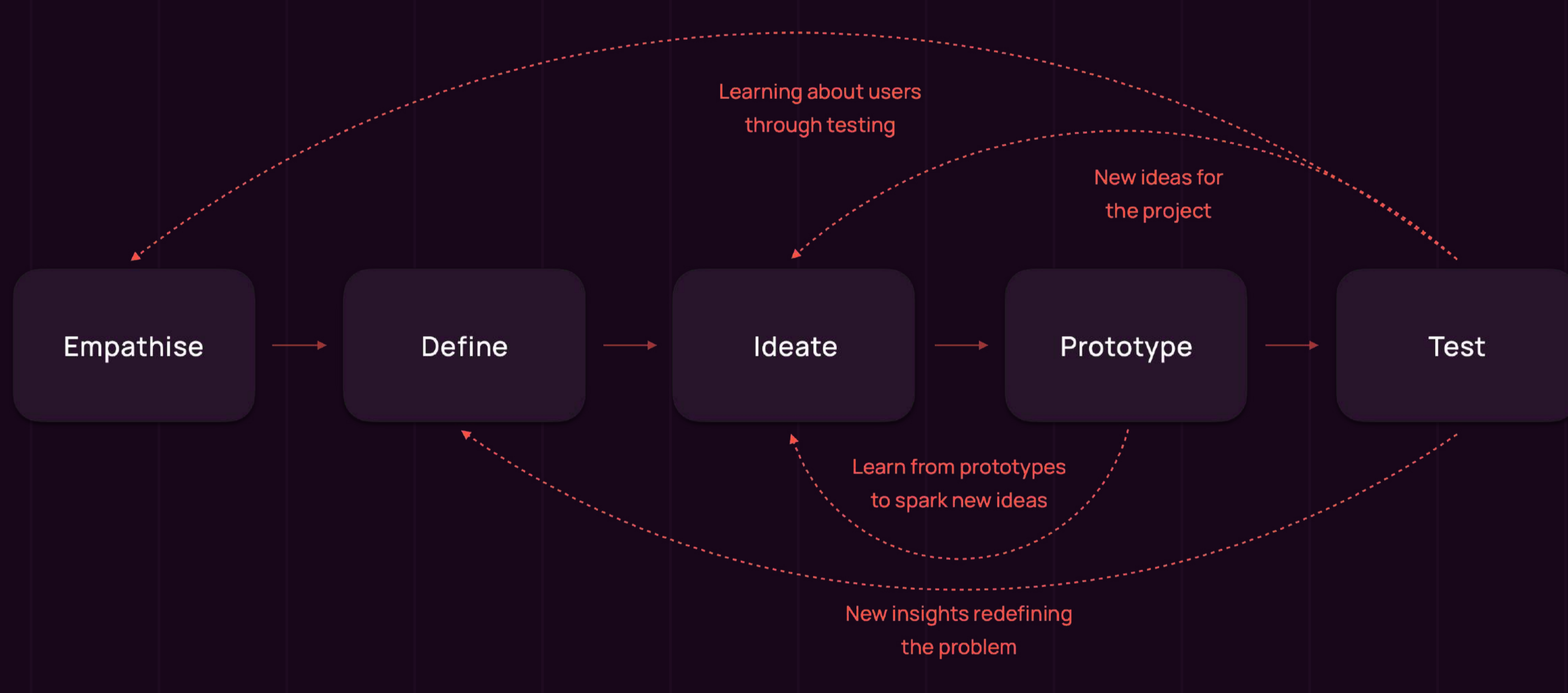
I'm that guy that sends the most messages in WhatsApp groups, and I always organise family events and holiday trips. I've seen 17% of the world (45 countries). Oh, and I've never played a team sport. Strange, bc I'm actually the biggest teamplayer around.



Following in my grandfathers footsteps, traveling to every country in the world!

My design thinking process

My way of working connects creative strategy development with product design. Think big, deliver small impactful iterations. Solving design challenges by innovative solutions, requires a non-linear process.



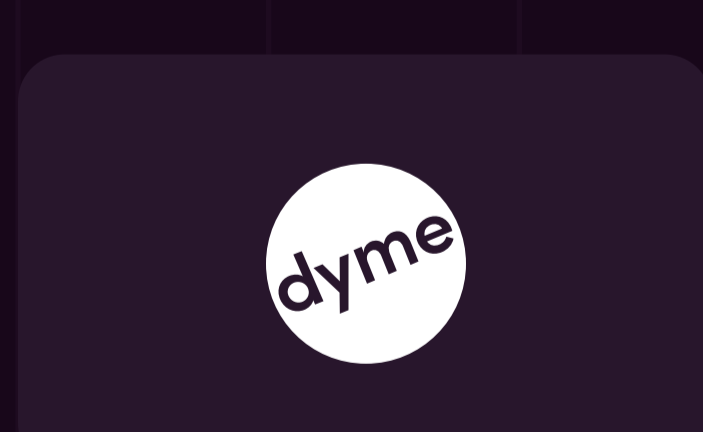
This is me teaching Emirates how to use Design Thinking



Working together with other designers on a HEART framework

7+ years of experience

You shouldn't forget about the past. Those experiences made me the designer and the man I am today.



Don't take my word for it

"Daan is everything you want in a good creative. He takes the lead in our design challenges, knows our customers, and knows how to translate requirements into valuable features. He is great at his craft and can tell stories through his work. But more importantly, he is a fantastic team player, who happily picks up any tasks that need to get done and brings energy and joy to the room. He's a hard worker with a "can do" mentality who is always willing to go the extra mile."

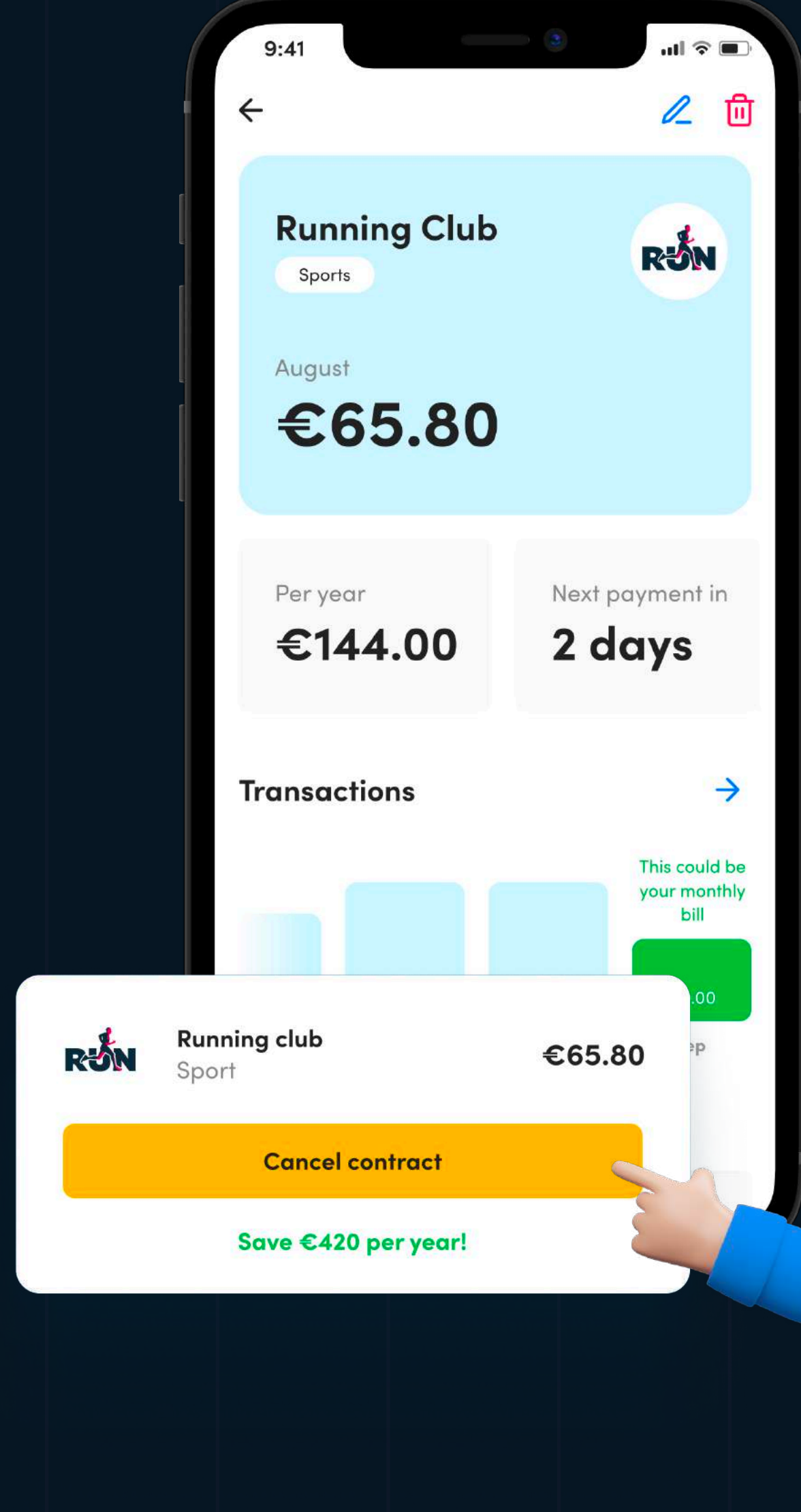


Joran Iedema CEO Dyme



Fixing peoples finances with data, UX and storytelling

Dyme wants to become the number one app you use to actually save you money. By syncing your bank account, Dyme will show valuable insights and helps you to save money by lowering your bills. As their Lead Product Designer, I was responsible for our end-to-end product.



Design challenge

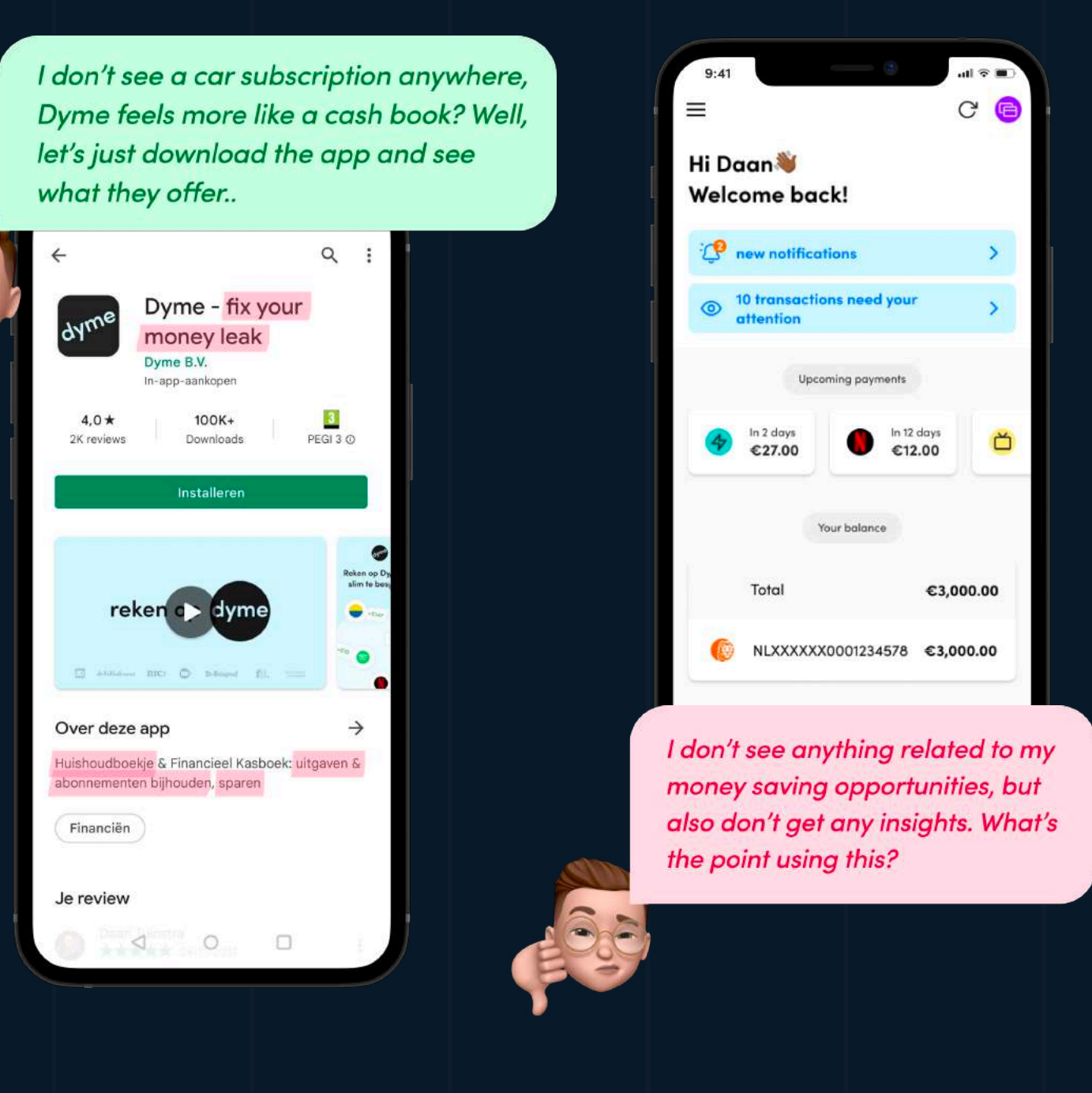
How can Dyme become your personal advisor, by sharing more financial insights based on your data, to increase value and gain more engagement?

Auditing our existing user journey

We've mapped out our current mobile user journey and focussed on existing pain points. From there on, we knew our baseline journey and what to improve.

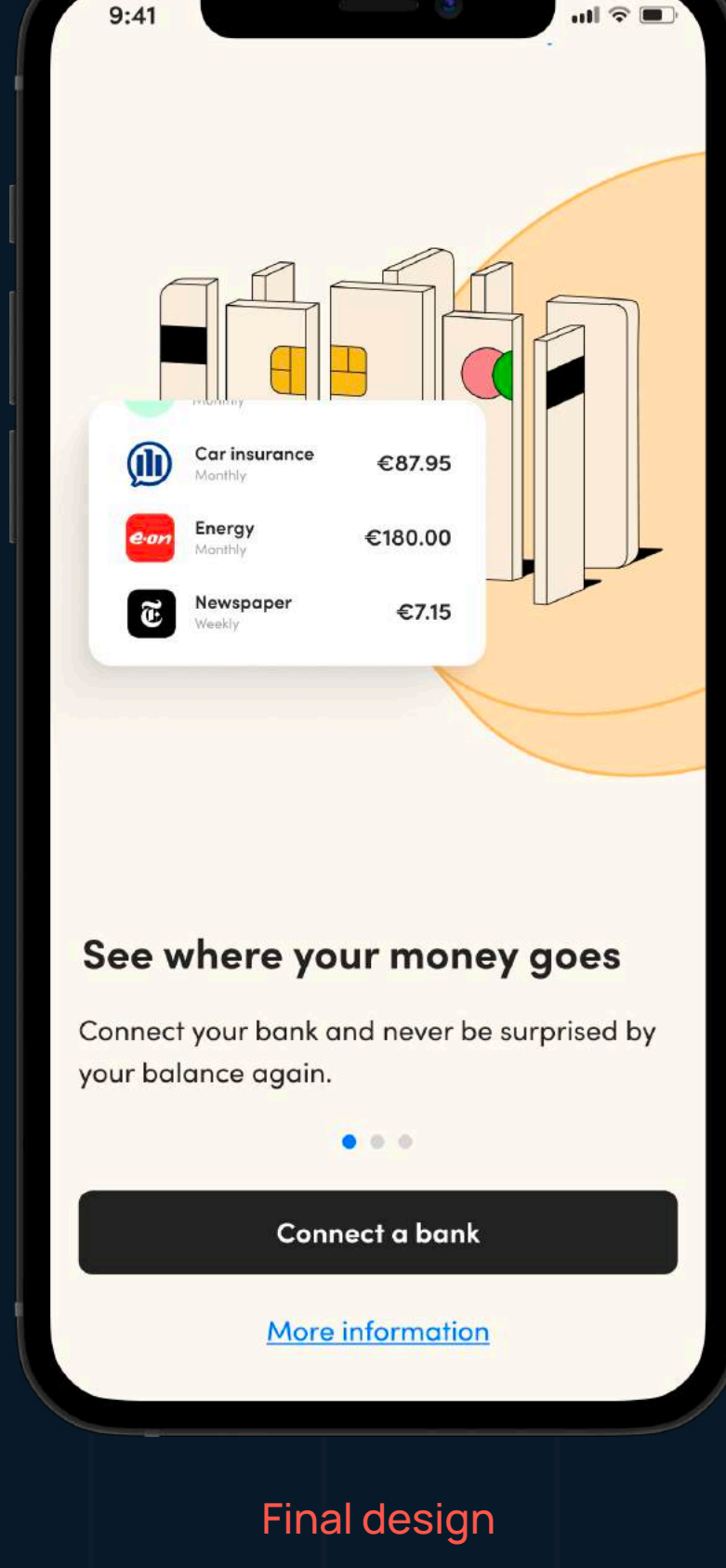
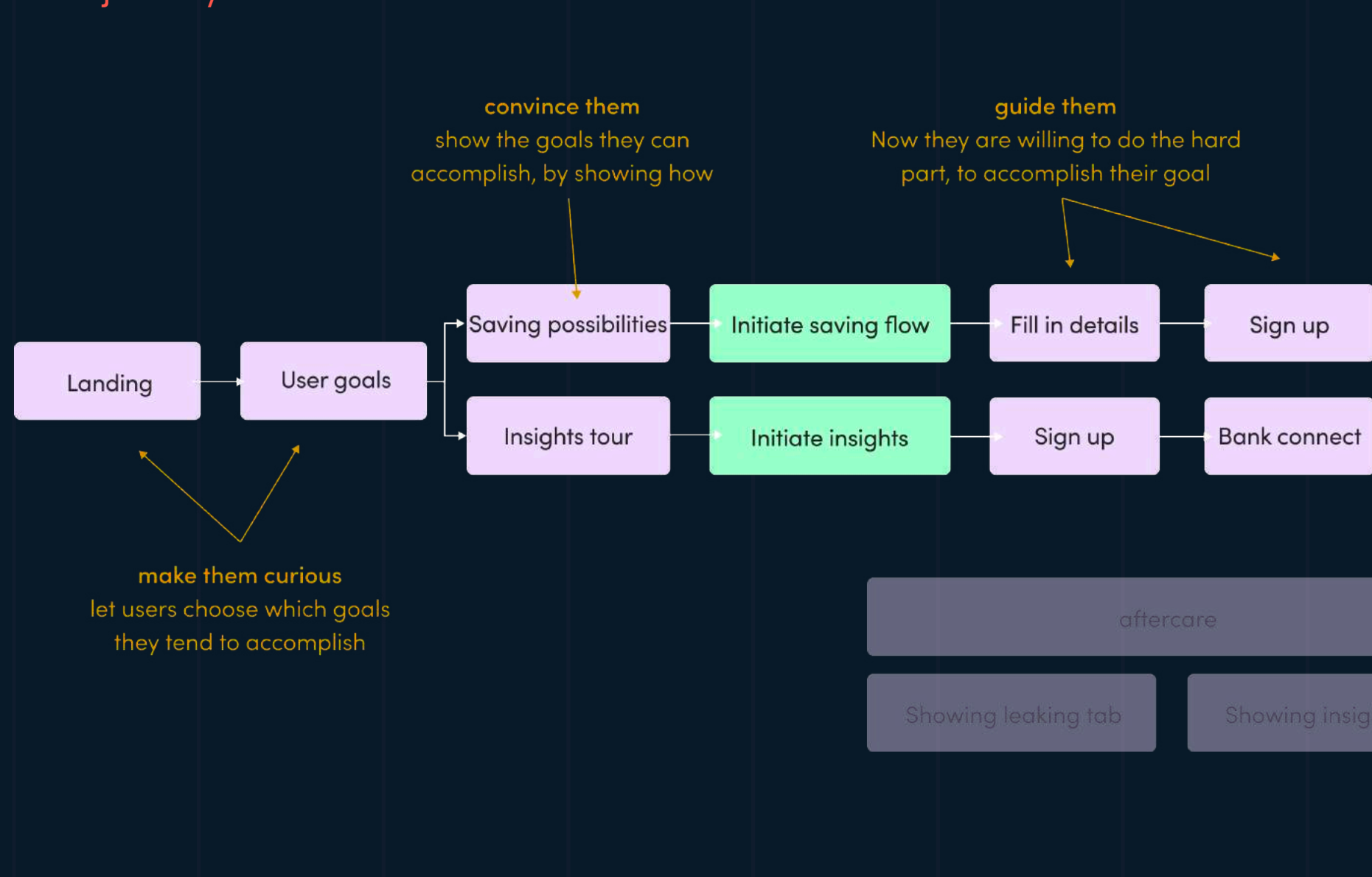
In order to validate our app to be product market fit - and ideate on new value propositions, I interviewed 10+ potential users which resulted in usefull findings.

Finances are private, users don't trust tech only, it needs to be more humane



Improving the onboarding flow

By changing the initial onboarding flow, we've managed to improve our conversion from 56% to 76% (to complete onboarding). This is a major improvement. Another improvement was to add goals in this flow, to remind users that they want to complete any of these goals (Zeigarnik Effect).



Final design

Using transaccional data to share insights

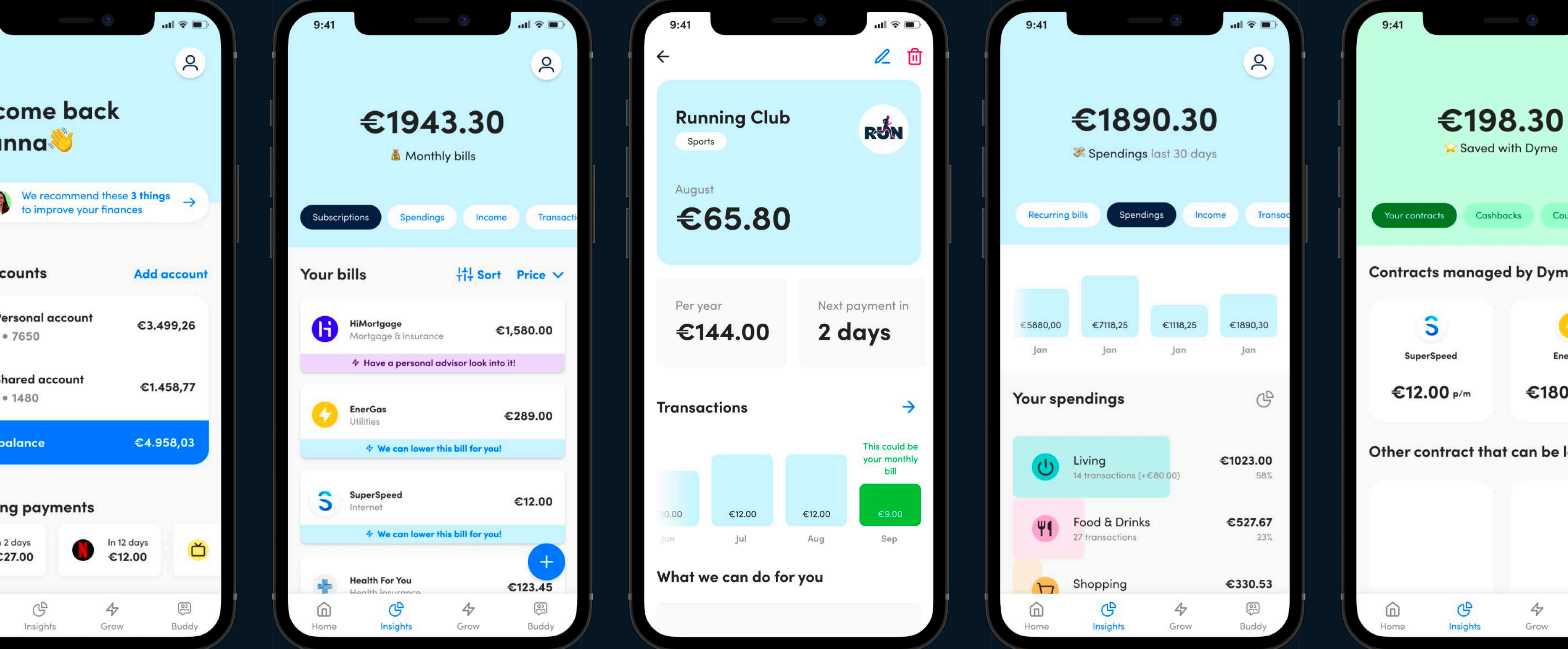
Our goal was clear: Dyme wants to be your personal advisor and save money on your bills. But in order to increase value, we wanted to share more transactional insights and offer a variety of services to save more money.

Together with the team and our Data Scientist, we mapped out our transactional data source to see if we can share new insights. We've came up with a long list of possible actionable insights that we can share with our users based on their own transactions.

Notion page with actionable insights

New app structure

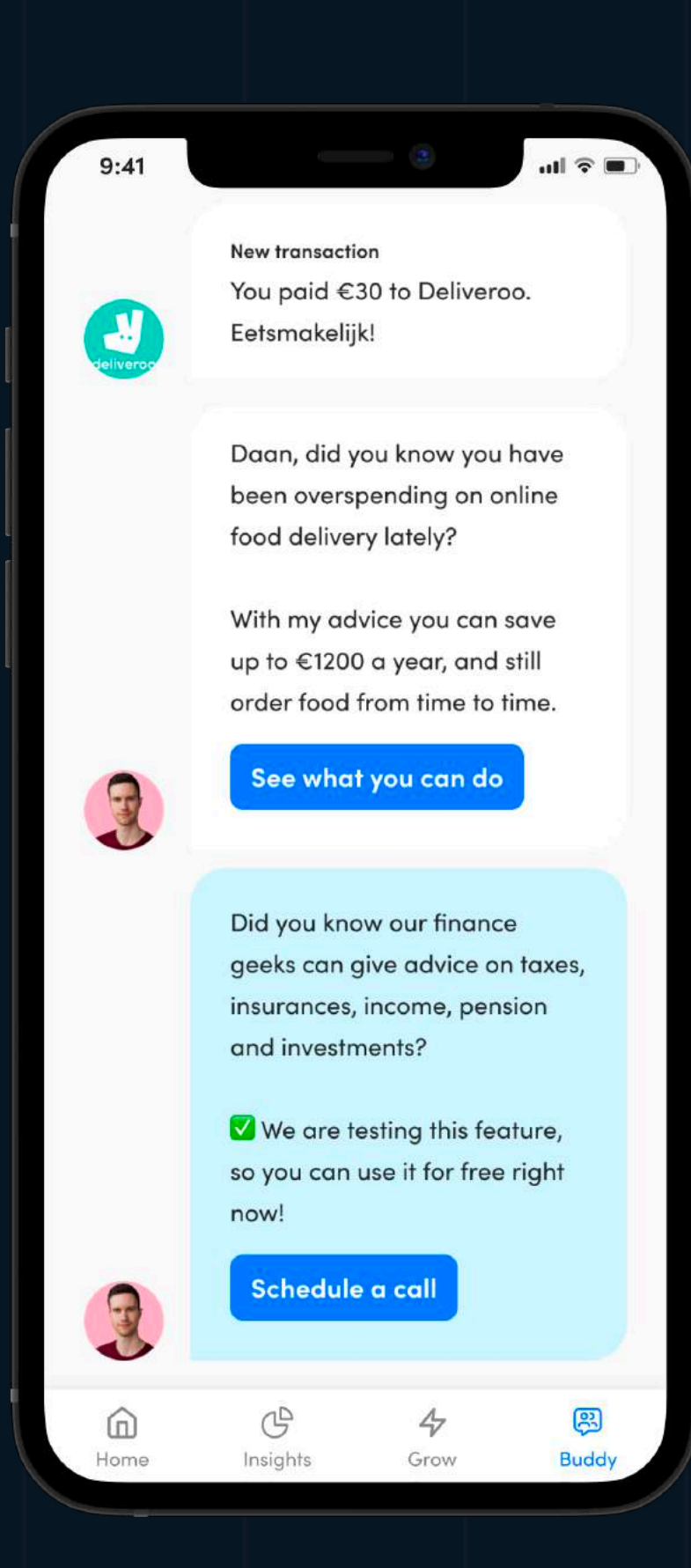
To display the new actionable insights, the app needed a new structure. To present this new concept, I built high-fidelity wireframes to easily create a new layout.



Creating a intuitive notification system to improve engagement

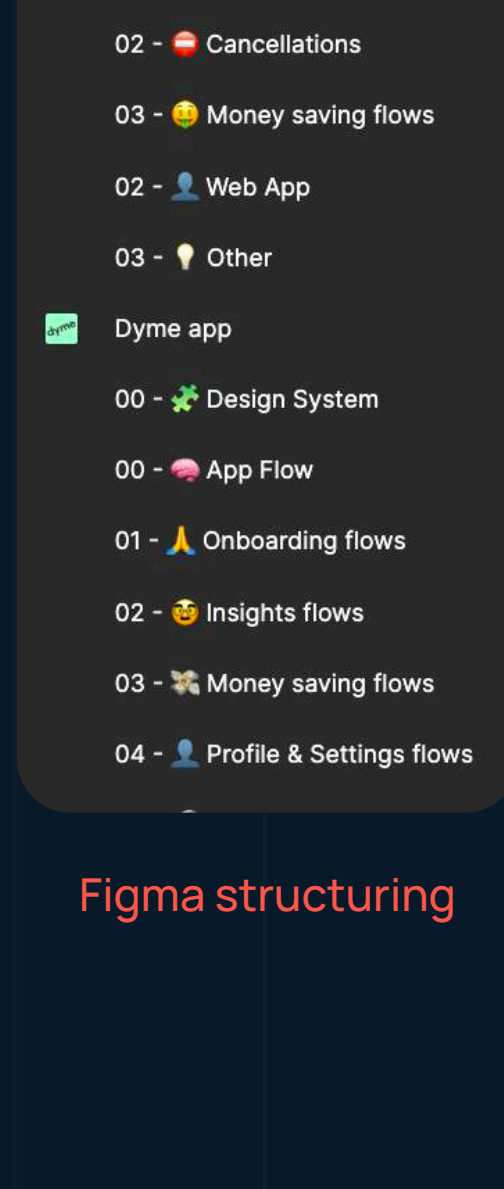
To get the more engagement with the user, we wanted to make the app more personal. So we came up with the Financial Geek, your personal advisor who personally messages you when there is a savings opportunity.

The current notification system was not functional for these changes. That's why we came up with a new intuitive messaging system that feels familiar to you. Now it feels more personal and will provide more engagement.

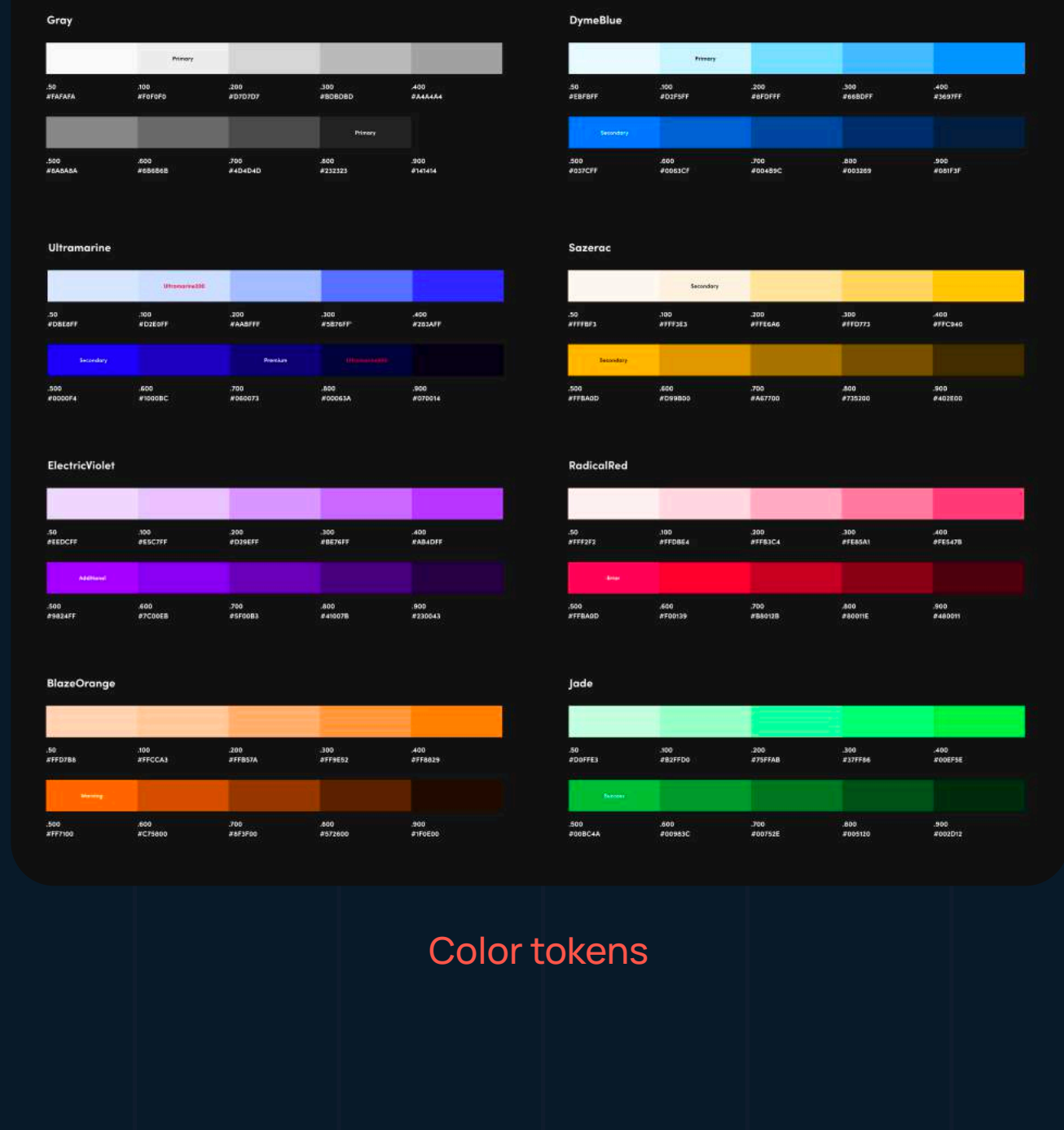


Design documentation and Design system

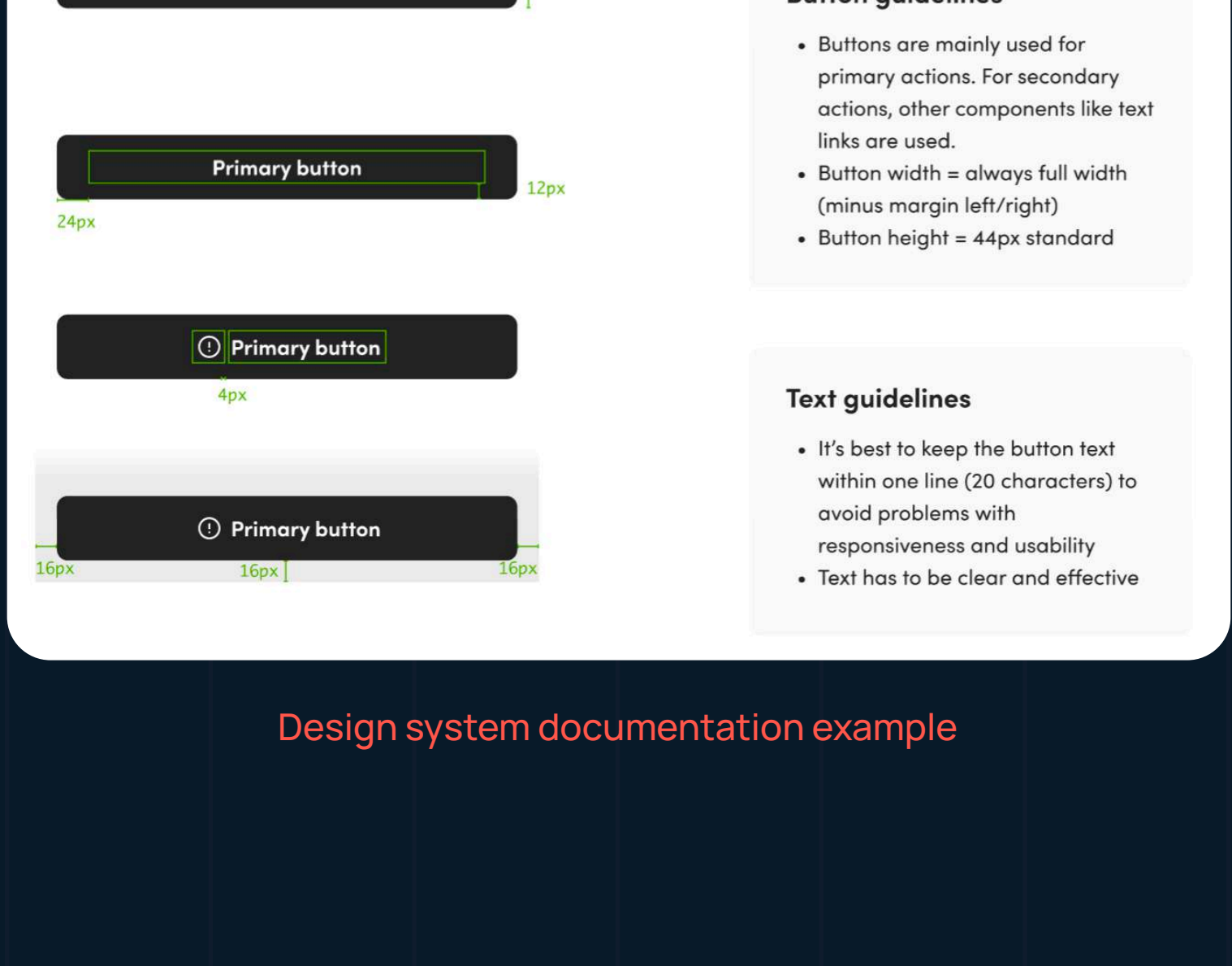
I like my files as structured as possible, to help everyone understand my work. During my time at Dyme I took the lead in structuring Figma and creating a hierarchic design system with guidelines.



Figma structuring



Color tokens



Design system documentation example

Setting up a user panel

Although this project wasn't completed, we've been working on setting up a user panel. This user panel was meant to test new features and assumptions with our power users, to learn and iterate faster. We've deloped a raffle award system to gain engagement.

Creating one global experience

Touchpoint is a stand-alone company within ING, with its core business to create one global branding and shared flows. During my time at ING, my goal was to map out all different UX flows within ING and standardise it to one global flow. Because of that, I had to align and work with UX designers, product owners, business analysts and developers from over 10 countries (+/- 30 teams).



Design challenge

How can we create one global solution that facilitates authentications and authorisations of any kind?

The initial challenge was to display payment information when a user wanted to approve a transaction, to comply with the new PSD2 regulations. But we had to develop 400+ unique possibilities and properties to keep up with each platform and different transaction types.

So the challenge converted into creating one flow and component, which could be used for all ING platforms, countries, ways of signing and transaction types.



Mapping out the user journey with stakeholders

Transactional madness

The first challenge was to map out the most complex transactional flows. I had to do research and align with 30+ stakeholders all over the world - from Spain to the Philippines.

Every ING stakeholder had its own platforms which weren't aligned with each other, so we had to take into account every property.

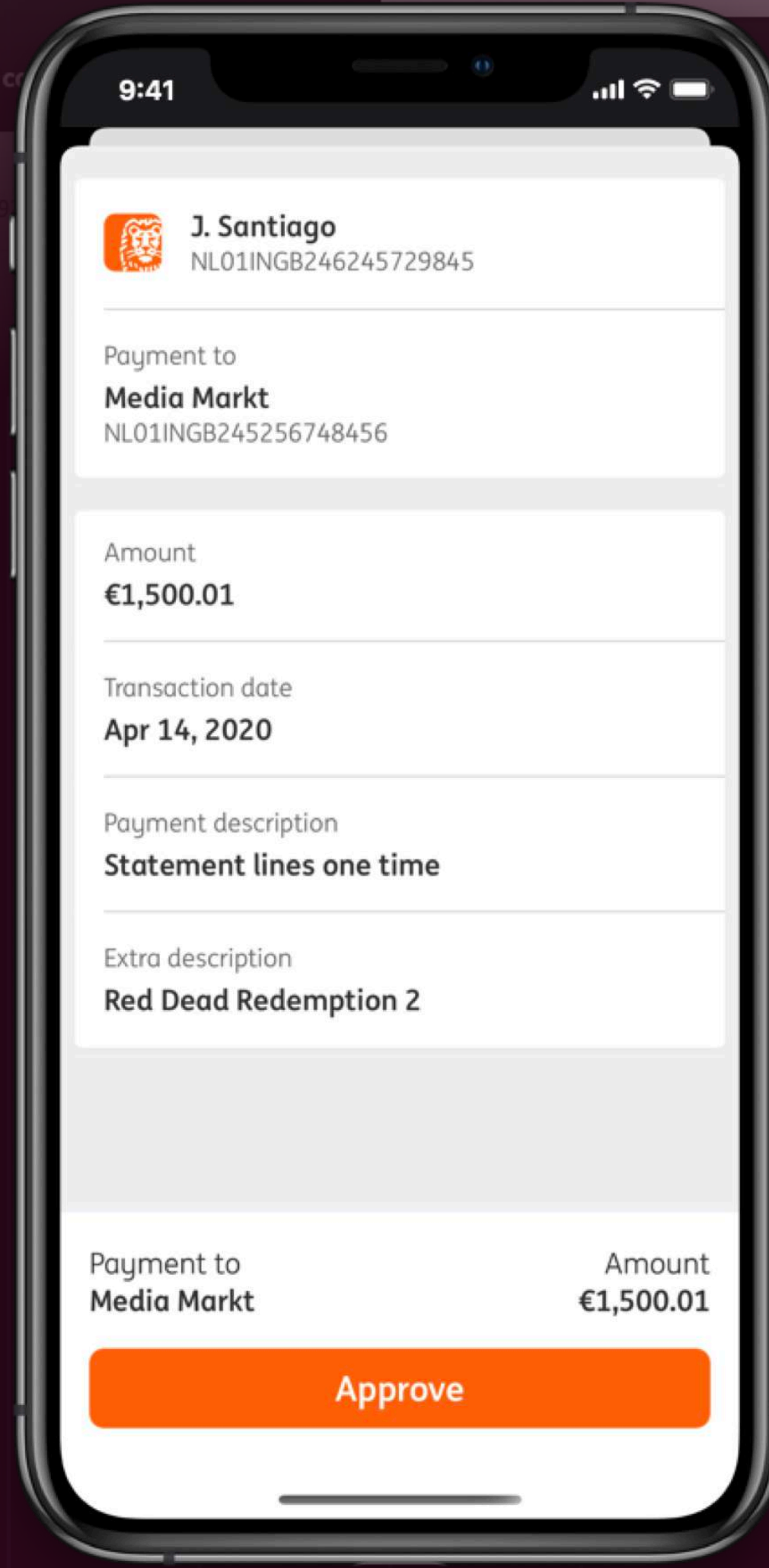
<p>Payment without cost</p> <table border="1"> <tr> <td>Hr. W van Dijk NL75 INGB 0661 5896 90</td> <td>386,50 USD</td> </tr> </table>	Hr. W van Dijk NL75 INGB 0661 5896 90	386,50 USD	<p>2+ sender accounts</p> <p>Subtotals without cost</p> <table border="1"> <tr> <td>Mw. H van Dijk NL75 INGB 0661 5896 92</td> <td></td> </tr> <tr> <td>12 may 2020</td> <td></td> </tr> <tr> <td>Hr. W van Dijk NL75 INGB 0661 5896 90</td> <td>386,50 EUR</td> </tr> <tr> <td>Hr. W van Dijk NL75 INGB 0661 5896 90</td> <td>386,50 EUR</td> </tr> <tr> <td>Subtotal</td> <td>1377,50 USD</td> </tr> </table>	Mw. H van Dijk NL75 INGB 0661 5896 92		12 may 2020		Hr. W van Dijk NL75 INGB 0661 5896 90	386,50 EUR	Hr. W van Dijk NL75 INGB 0661 5896 90	386,50 EUR	Subtotal	1377,50 USD	<p>1 sender account</p> <p>Payments with and without cost, No subtotals</p> <table border="1"> <tr> <td>Mw. H van Dijk NL75 INGB 0661 5896 92</td> <td></td> </tr> <tr> <td>12 may 2020</td> <td></td> </tr> <tr> <td>Hr. W van Dijk NL75 INGB 0661 5896 90</td> <td>386,50 USD</td> </tr> <tr> <td>Cost international payment</td> <td>8,00 USD</td> </tr> <tr> <td>Hr. W van Dijk NL75 INGB 0661 5896 90</td> <td>386,50 EUR</td> </tr> </table>	Mw. H van Dijk NL75 INGB 0661 5896 92		12 may 2020		Hr. W van Dijk NL75 INGB 0661 5896 90	386,50 USD	Cost international payment	8,00 USD	Hr. W van Dijk NL75 INGB 0661 5896 90	386,50 EUR	<p>Multiple currencies: Control sum (with cost)</p> <table border="1"> <tr> <td>Total incl. cost 5 payments</td> <td>Control sum 8190,50</td> </tr> <tr> <td colspan="2">Approve</td> </tr> </table>	Total incl. cost 5 payments	Control sum 8190,50	Approve	
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One global design, mapped out in components and used for all different transaction types

One beats many

After mapping out all different scenario's and user flows, I created one global UX flow to approve and sign transactions. This flow needed to be standardised for all transaction types and may be used by all of our consumers.

Then I designed the component for web and app (native). By doing that, ING went from designing and updating 400+ flows, to only 1 flow.



Accessibility first

Making financial products accessible is hugely important. That's why I started an accessibility course and became a champion. Now I apply my knowledge & insights on my designs and share them with others. With this standard, my designs are aiming to be accessible for all users.



My time to shine, presenting accessibility insights to other UX designers



Plotting labels, behaviour and content order for the best result

Accessibility labels

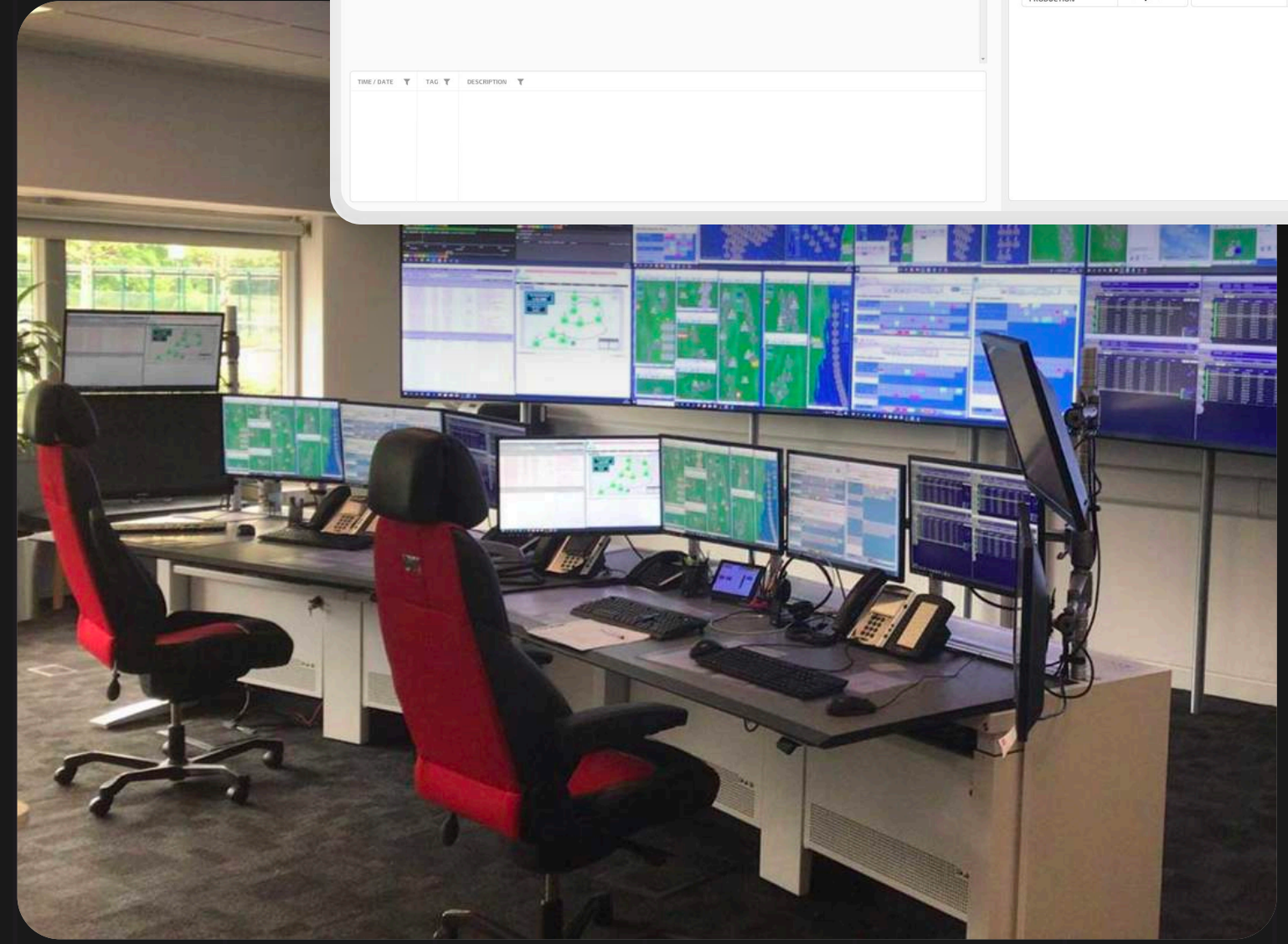
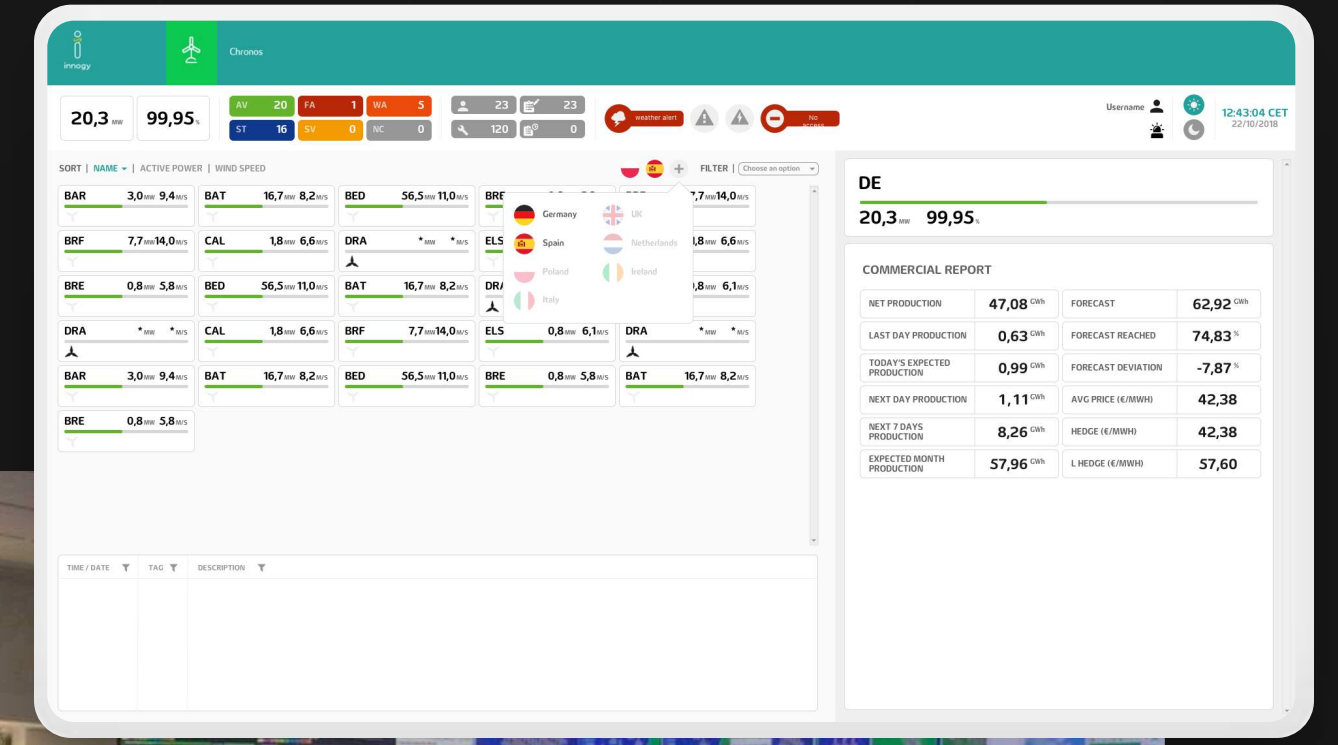
1. Button: "Cancel this payment"
2. Header: "Confirm"
3. Label: "Same as text" - "5 payments"
4. Label: "Same as text" - "Eighthundrednineteen euro's and 50 cents"
5. Button: "Approve this transaction"
6. "Transaction details" - Label: "Reference" - "R - E - M - I - T...?"
7. Label: "Same as text" - "Twelve euro's and ninety-six cents"
8. Image label: "Payment with your bank account"
9. Same as text
10. Same as text
11. Label: "Payment 1" - Same as text - "Open"
12. Label: "Payment 1" - Same as text - "Open"



Developing a control room dashboard

Innogy was a German energy company, now part of E.ON. Innogy controlled renewable power plants, mainly wind. They had wind turbines that supplied electricity to over 23 million customers in Europe.

With Innogy's renewable wind turbines, they developed a control room set up that could control all turbines at once. they gave our team the challenge to develop the control room interface.



Design challenge

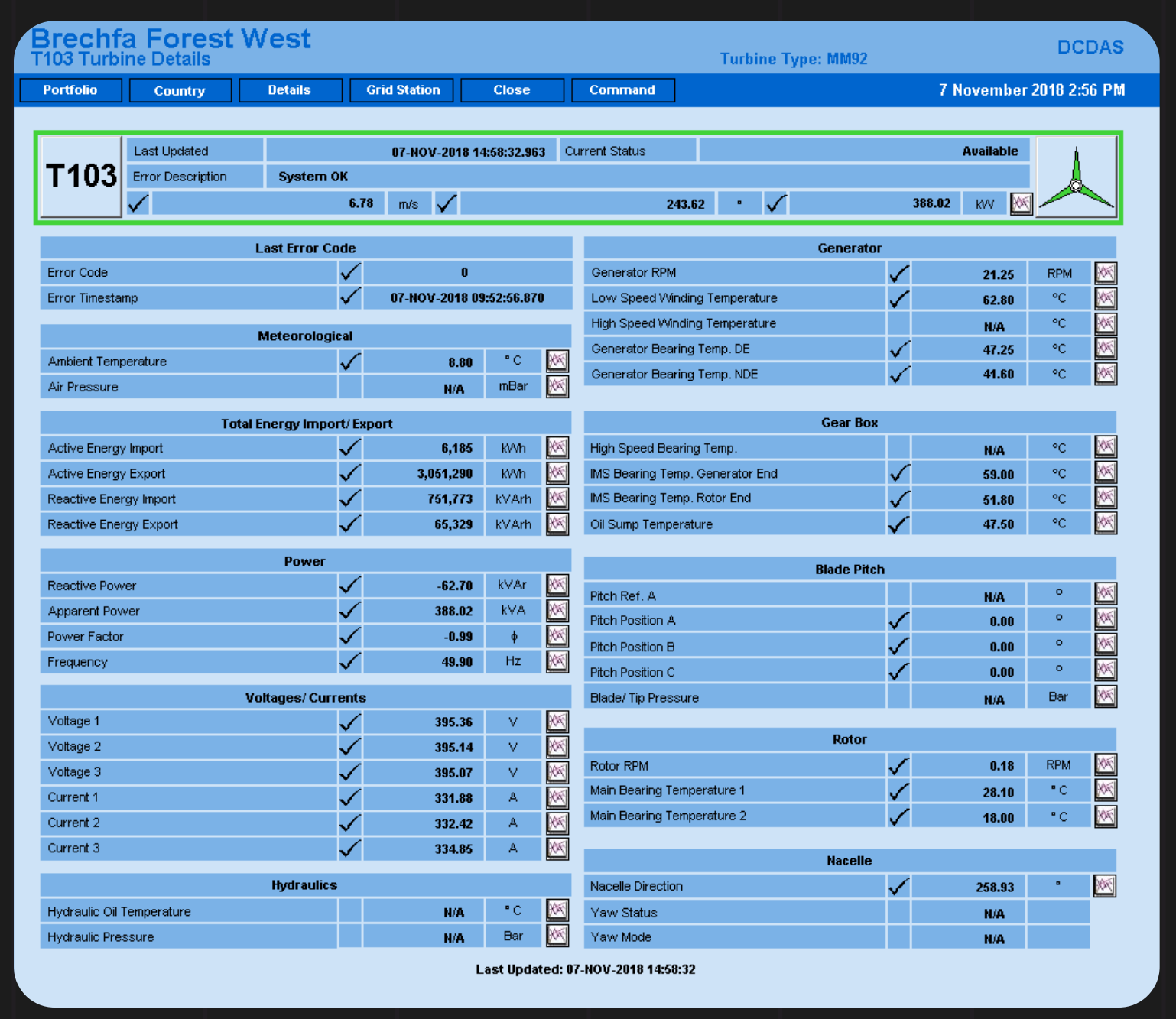
How can we give operators full control of all wind turbines in Europe in one control room?

Product strategy

The team had the assignment to visualise the enormous layer of live data, coming from every independent wind turbine and overarching wind farm. This enables the Control Room Engineers to monitor both the the wind farms in real time and provides information on the output and all the related system parameters including current, voltage, temperature and functionality status.

We had full access to the live data and knew exactly what to visualise. The challenge was to make it as easy as possible for the engineers to monitor.

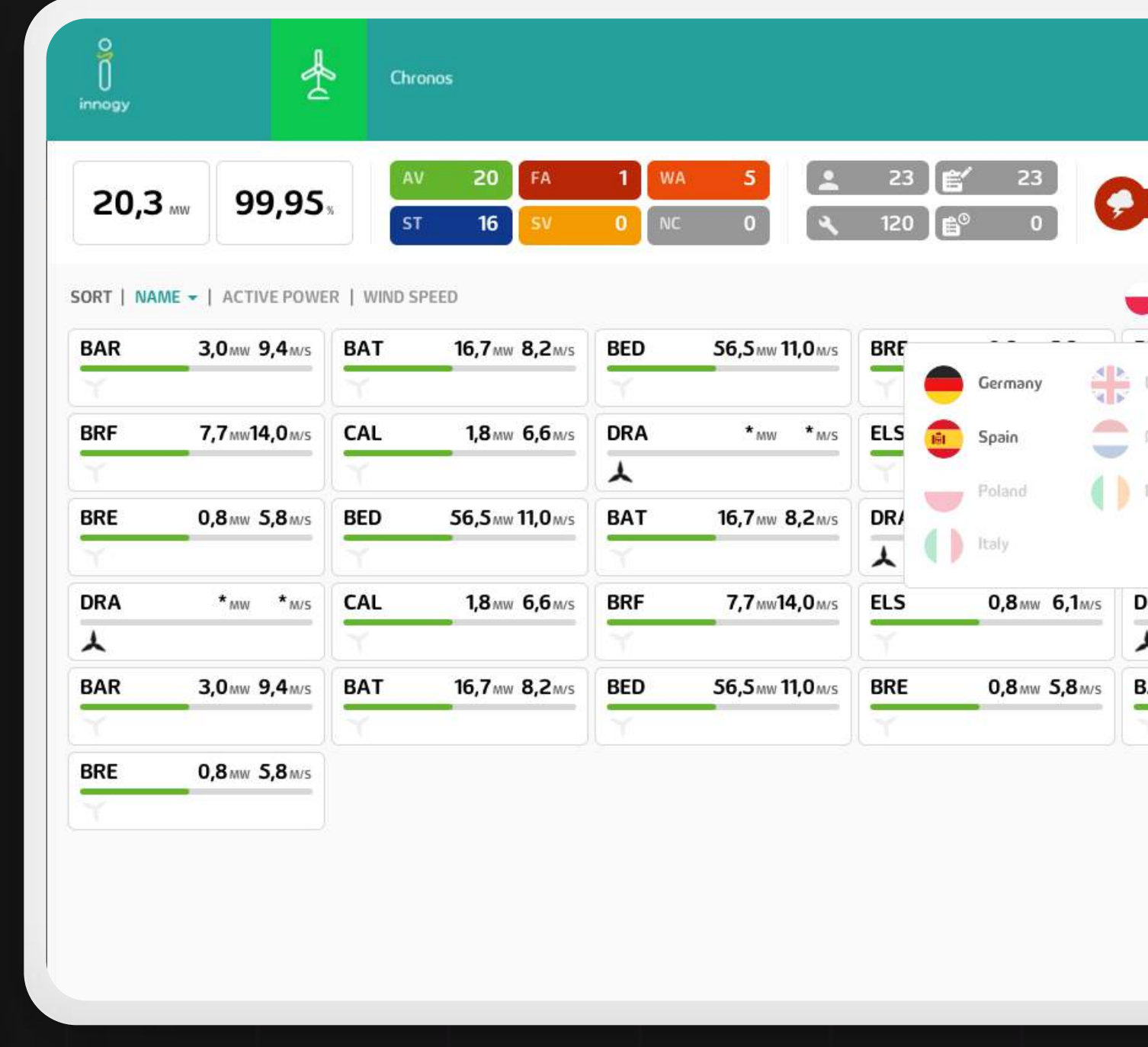
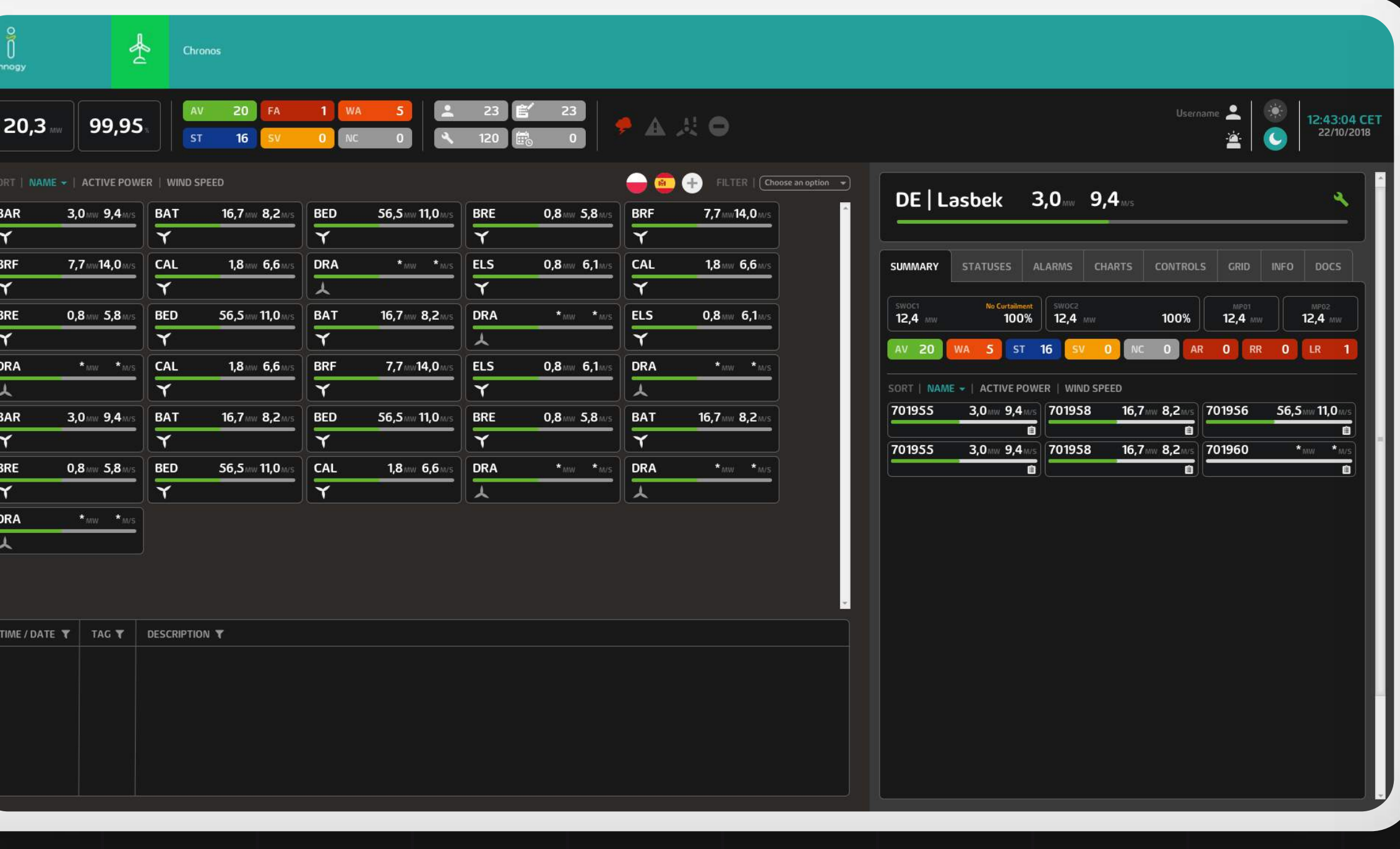
Measurement	MeasureName	Group	Sample Data	Units	WTG Title	WTG Data Title
ActTemperature	NacelleTemperature	Nacelle	40.5	°C	Yes	
NacelleDirection	NacelleDirection	Nacelle	276	°	Yes	
NacelleTemperature	NacelleTemperature	Nacelle	40.5	°C	Yes	
WindDirection	WindDirection		276	°	Yes	
WindSpeed	WindSpeed			km/h	Yes	
BladePitch	BladePitch	Blade	0.05	°	Yes	
BladePitch1	BladePitch1	Blade	0.05	°	Yes	
BladePitch2	BladePitch2	Blade	0.05	°	Yes	
BladePitch3	BladePitch3	Blade	0.05	°	Yes	
RotorSpeed	RotorSpeed	Hub	14.2	rpm	Yes	
GearBearingGasInTemp	GearBearingGasInTemp	Gearbox	40.5	°C	Yes	
GearBearingGasOutTemp	GearBearingGasOutTemp	Gearbox	40.5	°C	Yes	
GearBearingOilTemp	GearBearingOilTemp	Gearbox	40.5	°C	Yes	
GearOilSumTemp	GearOilSumTemp	Gearbox	40.5	°C	Yes	
MainBearingTemp	MainBearingTemp	Main Bearing	40.5	°C	Yes	
GenBearingOilTemp	GenBearingOilTemp	Generator	40.5	°C	Yes	
GenBearingGasTemp	GenBearingGasTemp	Generator	40.5	°C	Yes	
GeneratorLargeTemp	GeneratorLargeTemp	Generator	40.5	°C	Yes	
GeneratorSmallTemp	GeneratorSmallTemp	Generator	40.5	°C	Yes	
GeneratorPhase1Temp	GeneratorPhase1Temp	Generator	40.5	°C	Yes	
GeneratorPhase2Temp	GeneratorPhase2Temp	Generator	40.5	°C	Yes	
GeneratorPhase3Temp	GeneratorPhase3Temp	Generator	40.5	°C	Yes	
GeneratorSpeed	GeneratorSpeed	Generator	1150	rpm	Yes	
TransformerPhase1Temp	TransformerPhase1Temp	Transformer	40.5	°C	Yes	
TransformerPhase2Temp	TransformerPhase2Temp	Transformer	40.5	°C	Yes	
TransformerPhase3Temp	TransformerPhase3Temp	Transformer	40.5	°C	Yes	
TransformerTemp	TransformerTemp	Transformer	40.5	°C	Yes	
Current1	Current1	Grid	810	A	Yes	
Current2	Current2	Grid	810	A	Yes	
Current3	Current3	Grid	810	A	Yes	
Frequency	Frequency	Grid	49.98	Hz	Yes	
PowerActive	PowerActive	Grid			No	
PowerReactive	PowerReactive	Grid	11	cosPhi	Yes	
VoltagePhase1	VoltagePhase1	Grid	392.5	V	Yes	
VoltagePhase2	VoltagePhase2	Grid	392.5	V	Yes	
VoltagePhase3	VoltagePhase3	Grid	392.5	V	Yes	
HydraulicOilTemp	HydraulicOilTemp	Central Hydraulic System	40.5	°C	Yes	
HydraulicPressure	HydraulicPressure	Central Hydraulic System	137.3	bar	Yes	



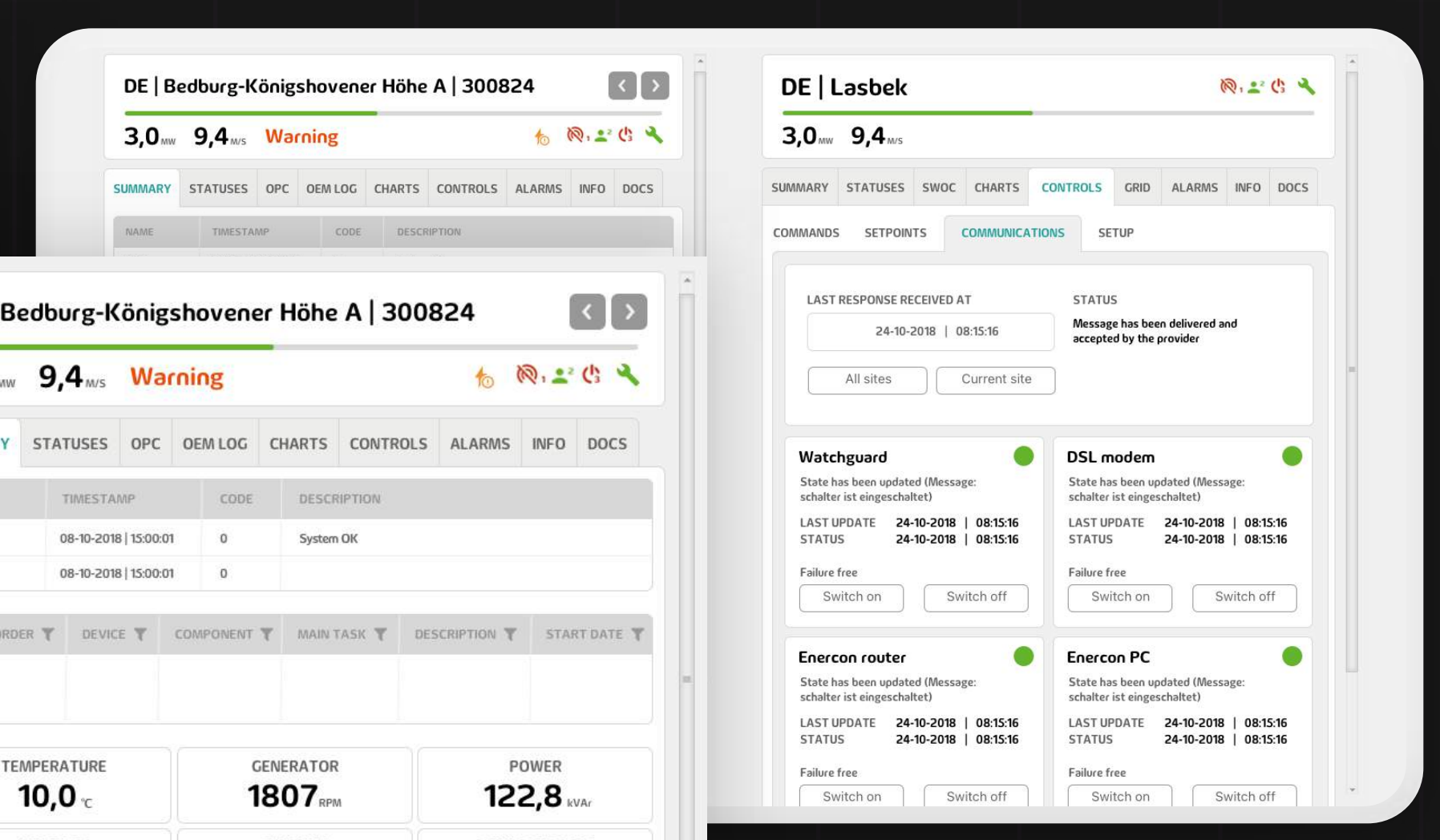
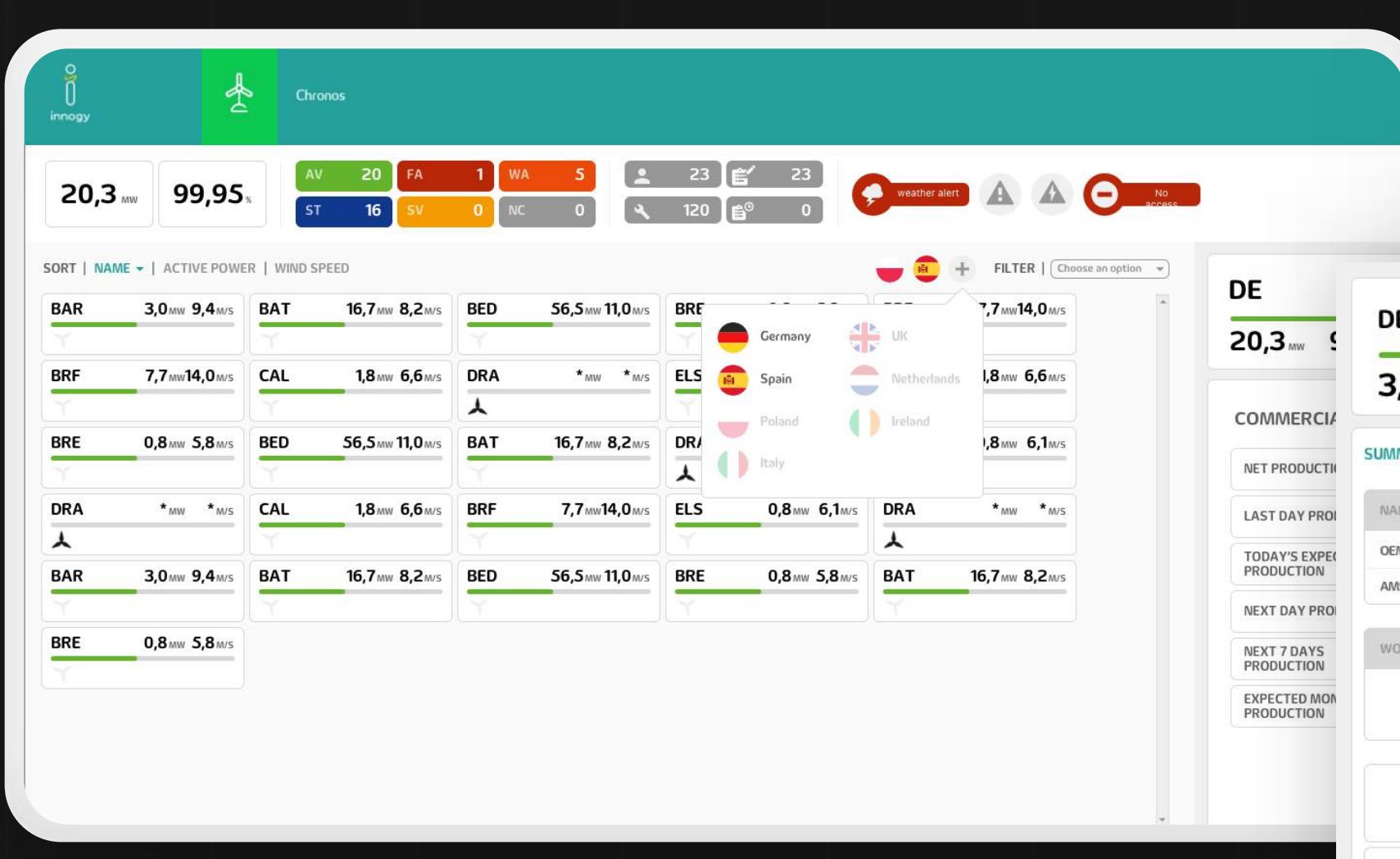
Examples of the initial control room interface. Engineers weren't able to change the layout and had a hard time to use existing controls.

Fully customisable interface

The new dashboard gave the engineers control over every feature. They gained access to a full overview of every wind farm, and could easily control it. Within a wind farm, engineers could extract and control every single wind turbine. Complex data can be viewed and they had the possibility to drag and drop wind farm/turbine tabs to other screens, as they had control over multiple monitors on the wall.



The operator can easily switch between dark mode and light mode to reduce eye strain, as operators are working 24/7



Operators can easily drag and drop wind turbine tabs to other monitors hanging in the control room.



Helping consumers make the right decision

In an inaccessible and unclear (financial) market, DGN strives for openness and transparency. A market where a consumer has the freedom of choice (in control) and can make his own well-considered choice. Through collaboration with the relevant markets, DGN provides independent comparison platforms with smart functionalities.

The short term assignment was to R&D two new platforms: Energiekiezer & Next Mortgages.



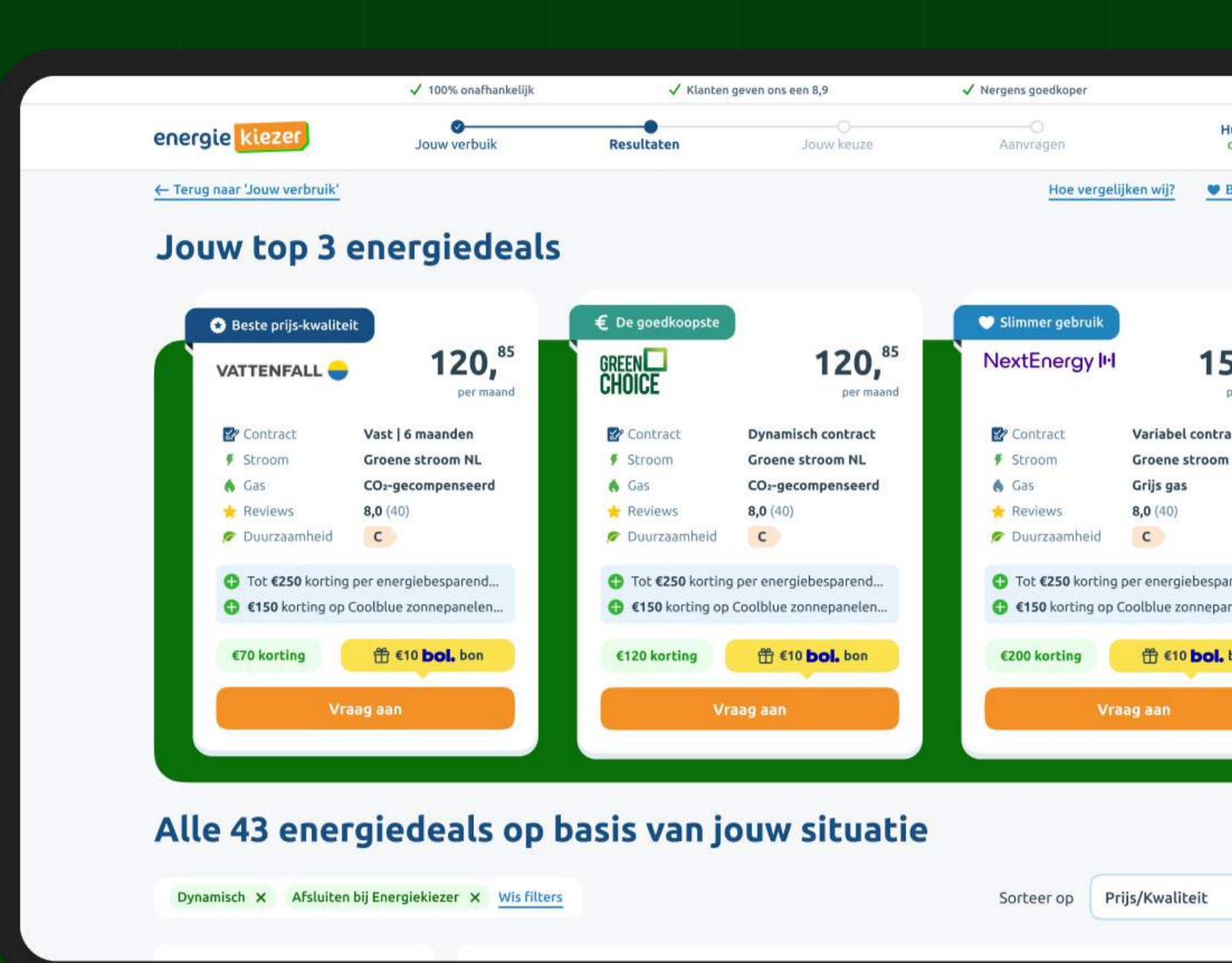
Design challenge

How can DGN become the expert in a complex market, by making difficult topics easy and enabling users on our comparison platform, using smart technologies and data?

energie kiezer

The already existing comparison platform Zorgkiezer is a really successful brand, the number two health insurance comparison platform of the Netherlands. Growing from 50k conversions tot 250k!

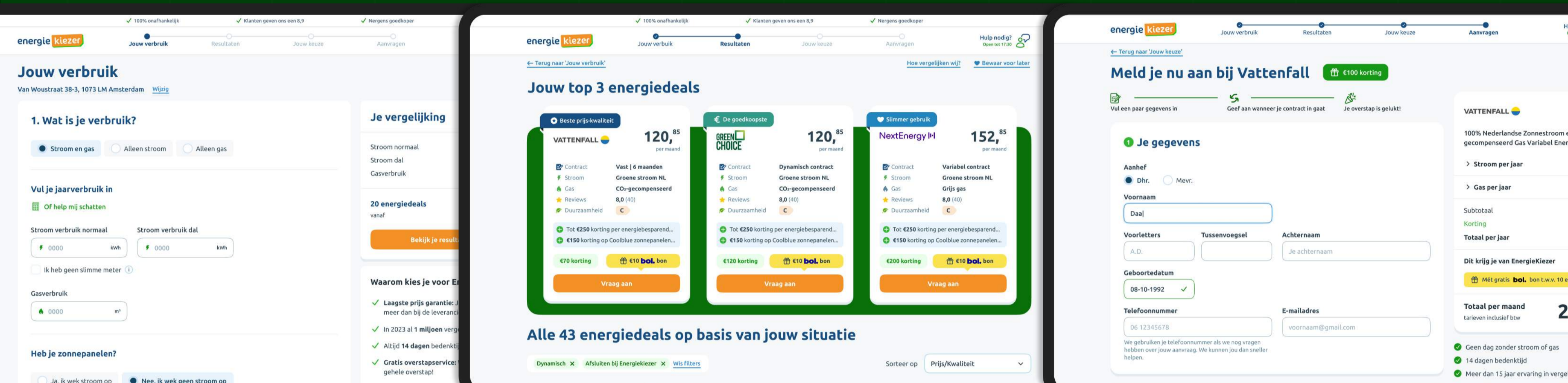
In 2023 they asked me to develop a new comparison platform in the energy sector. My role here was to create the architecture, design the main userflow, brand-strategy and first campaign.



Platform development

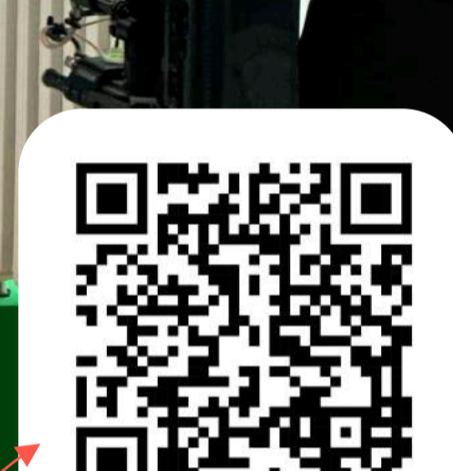
The starting point of creating this platform, was to use the existing design system and flow of Zorgkiezer. In the meantime doing research to create new toolings and using new data models to compare energy deals.

We iterated the flow, updated the brand identity, SEO optimised the platform and now we're starting to gain traffic now.



Brand & TV strategy

To kickstart the new platform, we created a campaign for both Zorgkiezer and Energiekiezer. Together with Production company TOWEL, we've made a TV, photo, online ads and radio campaign.



Check out the Energiekiezer campaign here!

Reimagining Mortgages

The second STA was to create a value proposition for a new mortgage brand. We wanted to reimagine the mortgage sector in The Netherlands. And created Next.

We started with organising design sprints to develop the business model, brand identity and unique features of the product.



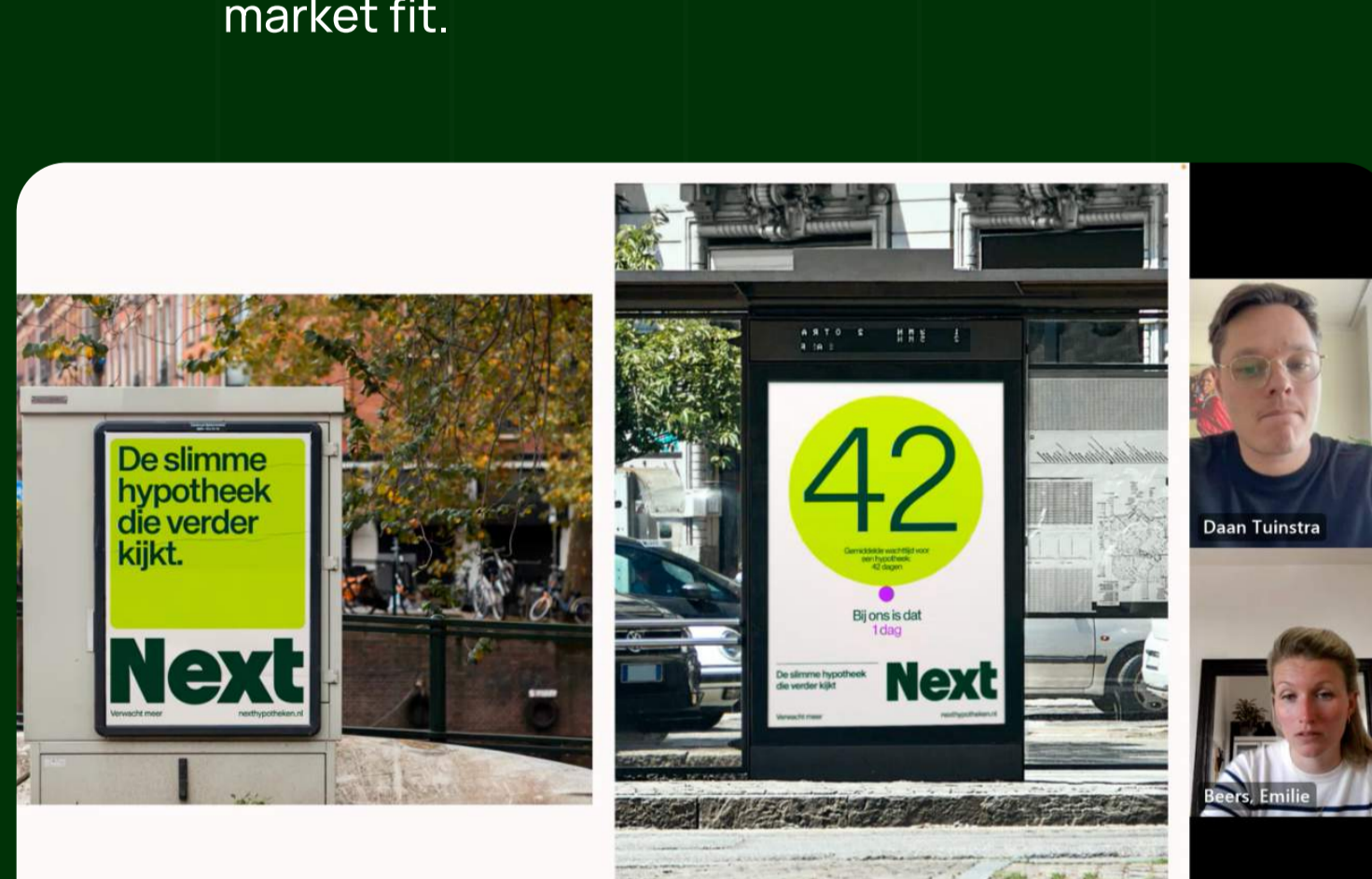
Hypotheek al rond voordat je gaat kijken. Zo kan het ook.

Next

Verwacht meer. nexthypotheek.nl

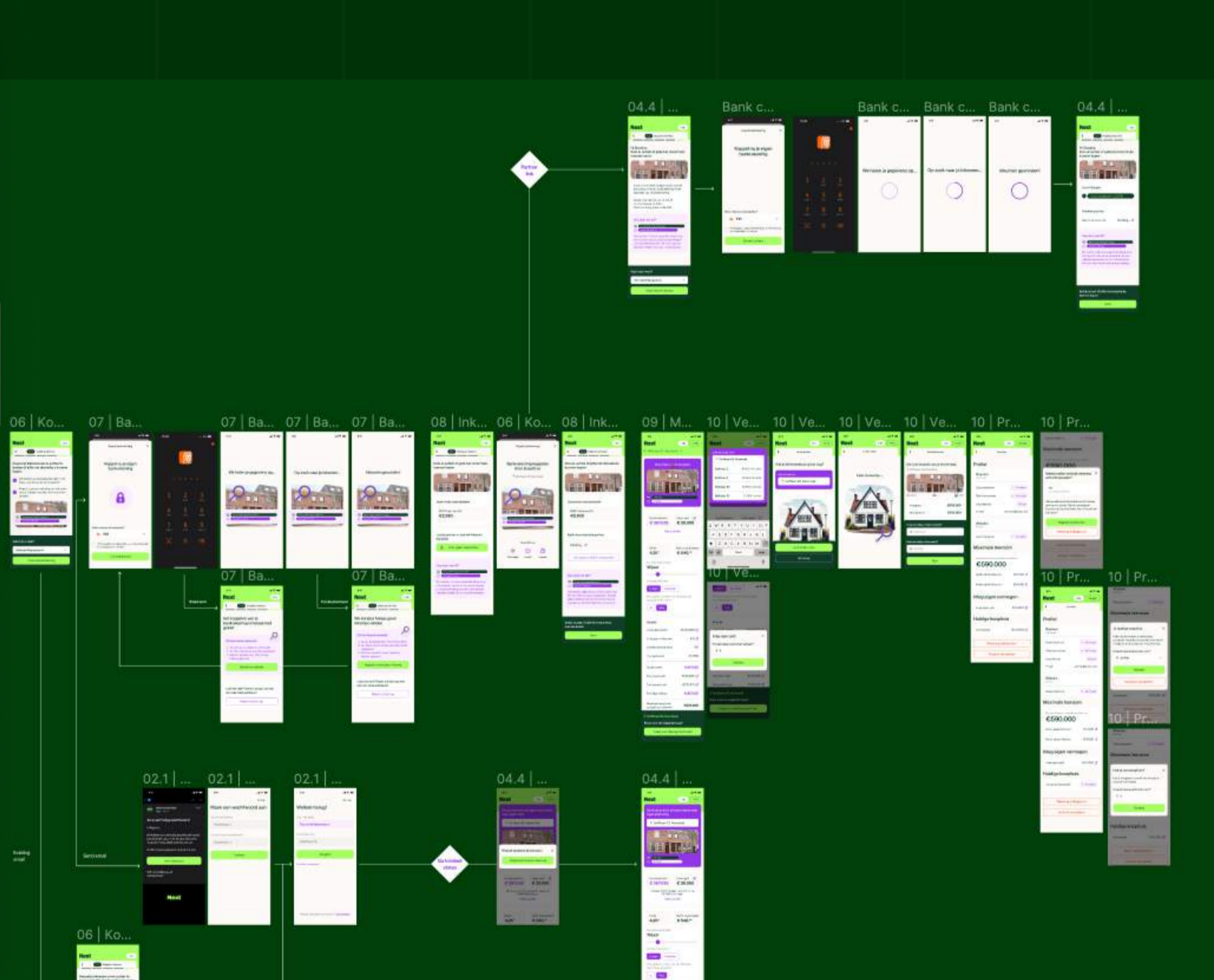
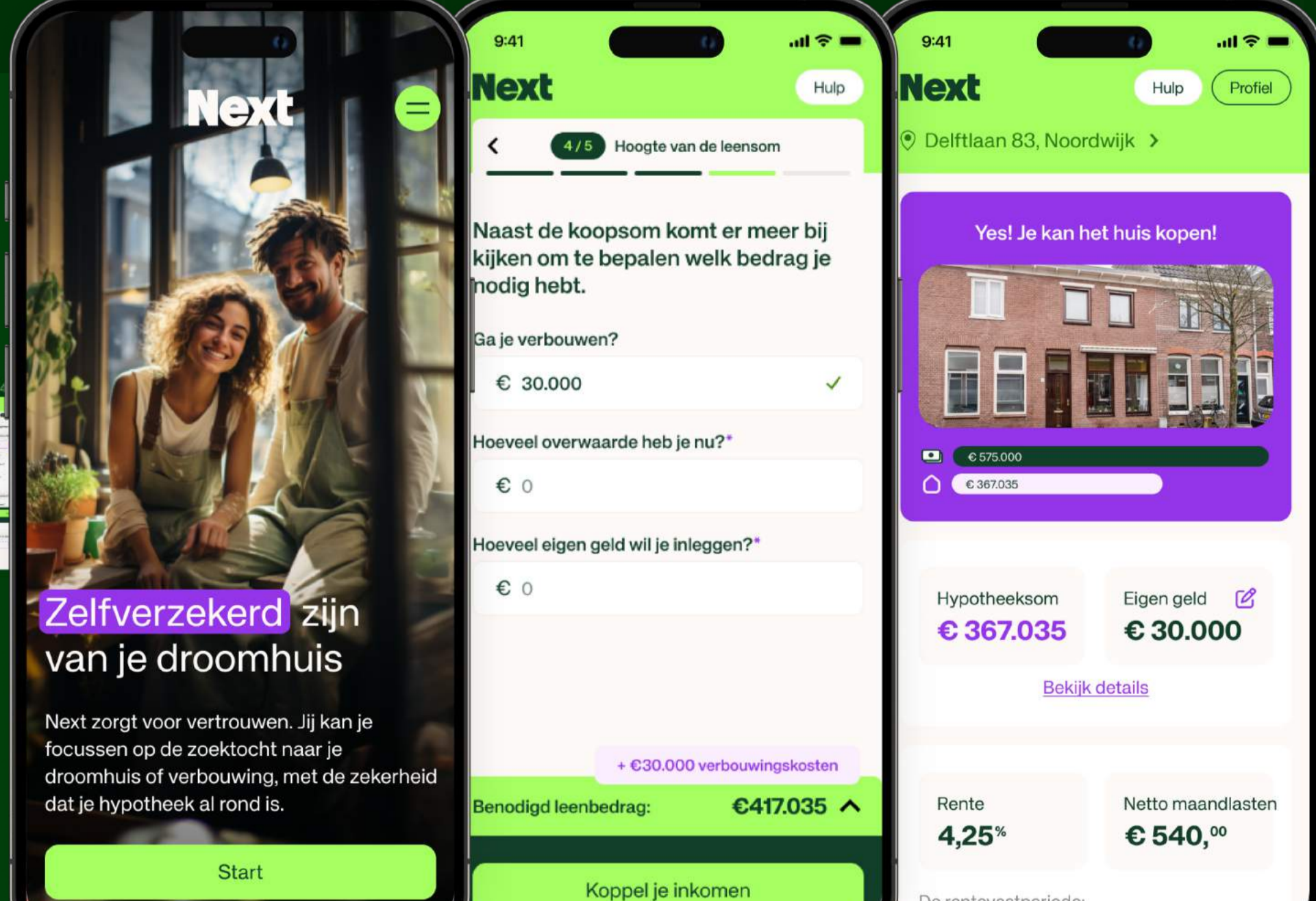
Qualitative user research

After creating a sustainable business model, I conducted user research to see if we were product market fit.



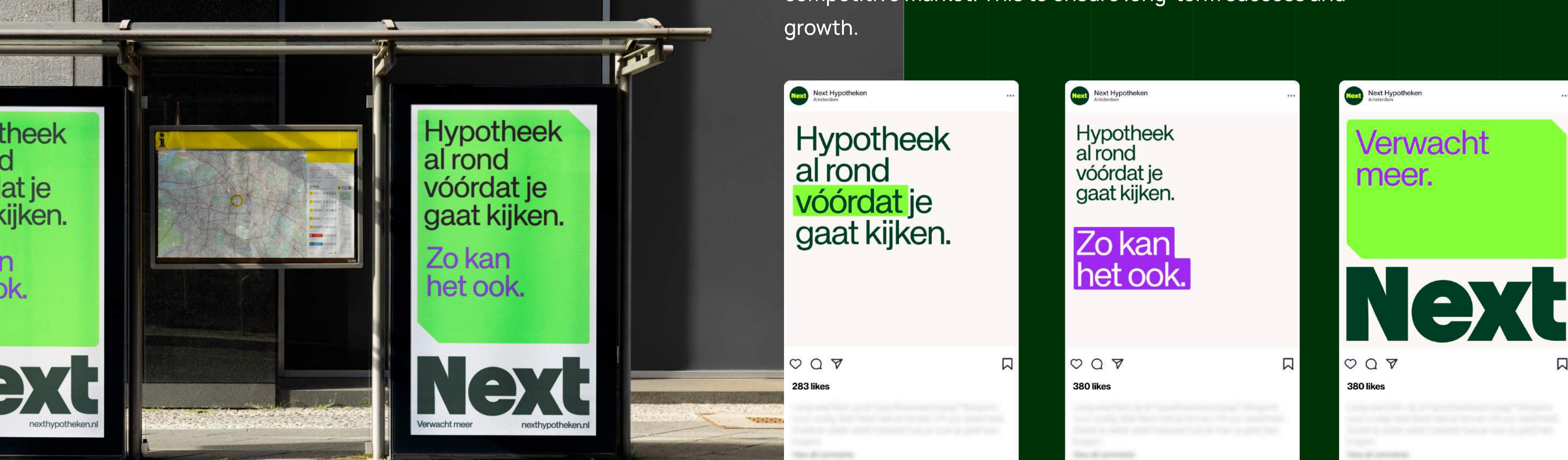
Product development

When we concluded we are market fit, we started developing the product POC. Addressing market needs and offering innovative features like a house 'scraper' to see if you actually earn enough to buy the property. With this technology, we fulfilled the customer need to gain trust in their own finances.



Brand strategy

We finalised the project with creating a brand strategy. This was essential to establish a clear identity, communicating the USPs effectively. We chose a clean and sleek identity, to differentiate from competitors, and build trust with customers in the competitive market. This to ensure long-term success and growth.



Designing a service for the mentally disabled

There are over 440.000 Dutch citizens with a mental disability. To find suitable (healthcare) services for someone with a mental disability is a really extensive journey.

That's why I started with this personal project: creating an online platform that provides a clear overview of housing, daycare and leisure services for the disabled.



Design challenge

How can I create a platform for people with a mental disability that gives healthcare services more visibility and make it easier for them to make use of it?

Conducting user research

In order to best understand who the target group is, I conducted intensive research into their disabilities and their way of life. Via this video, I introduced a user persona, Iris. Take your time to watch it.



Interviews with caretakers

I tested my assumptions and interviewed caretakers, professors and other stakeholders to conduct the information I needed to create the best solution.

There are many organisations that offer healthcare, but they're difficult to find and connect with. There is a lack of information online, you have to find very specific yet different and unique care providers and applying takes ages.



"We really see the need for more insight and overview, to see where our clients can go to if they are not in the right place"

The product

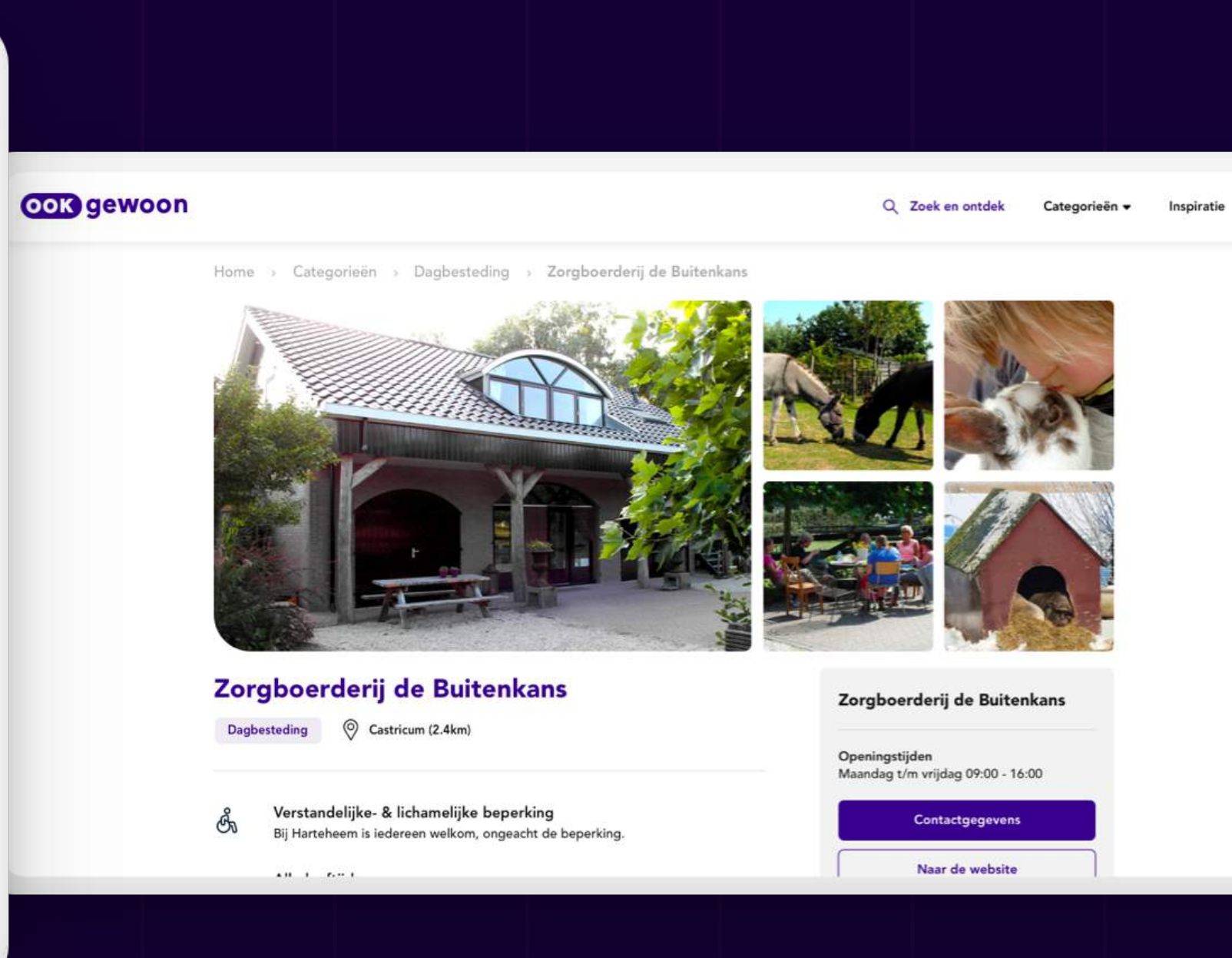
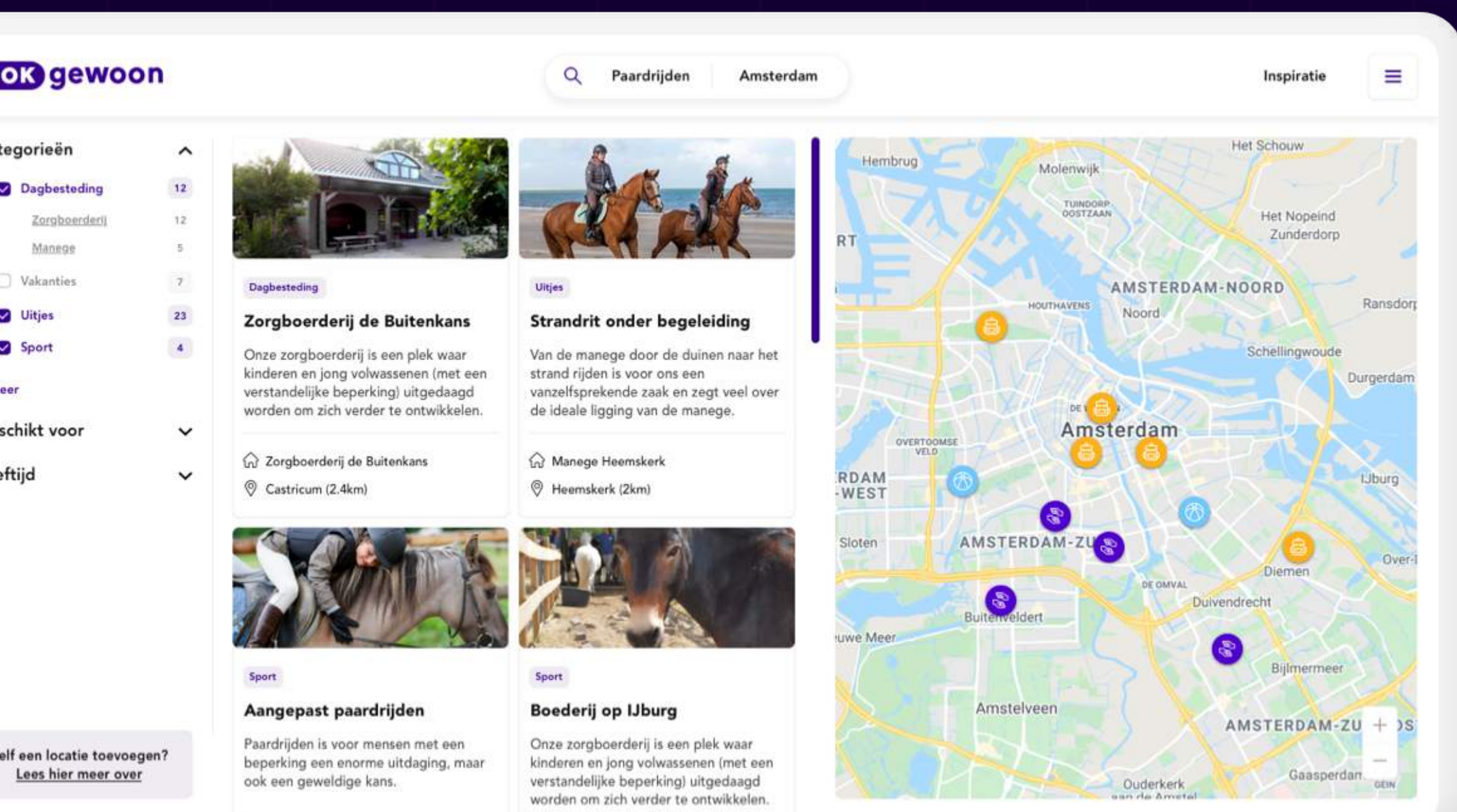
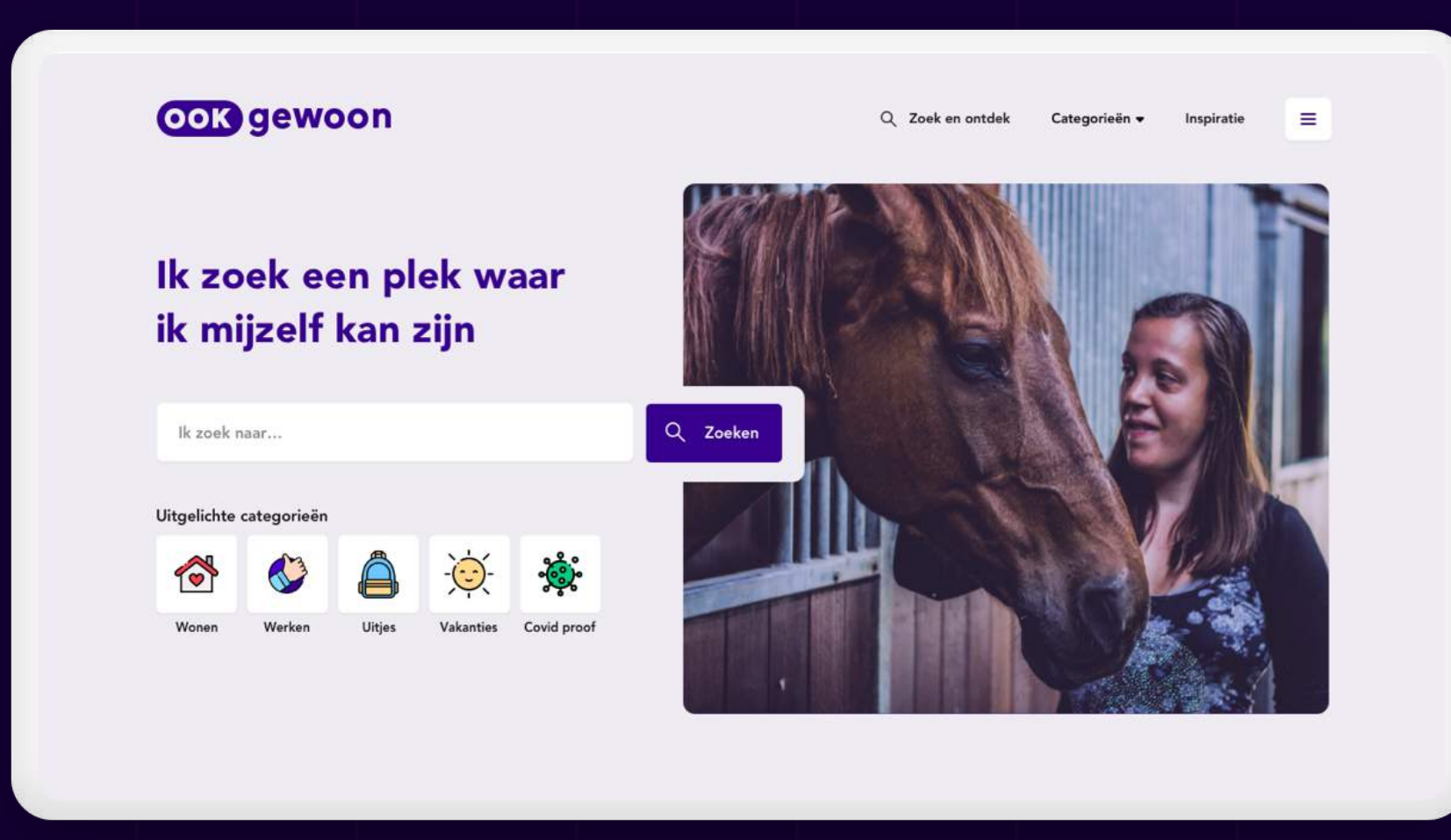
With research done, it was clear that a platform needs to be built, which connects a broad variety of healthcare providers with the disabled - or there caretakers. The platform offers a search engine for the disabled and a marketplace for the providers.

Therefore I created "Ook Gewoon". Ook Gewoon is the starting point in your search for suitable care providers for people with a disability.



Prototyping to validate

To visualise the idea I created high fidelity wireframes and quickly translated that to appealing visuals, which I then validated by doing user tests with both parties, based on specific scenario's.

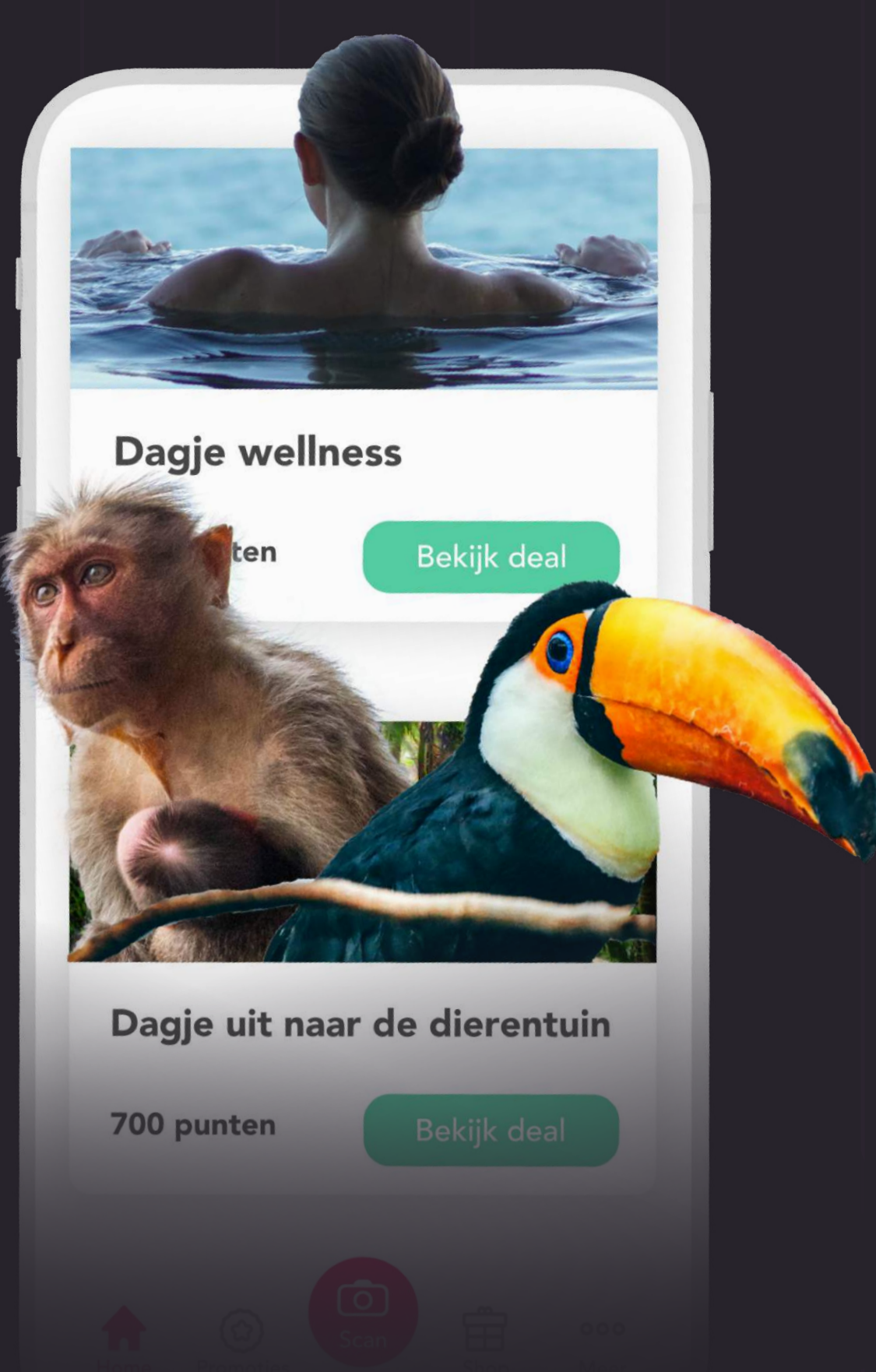


Setting up a business plan and strategy

After validation, the product needed to be build. Therefore I created a business plan and set up lots of meetings with investors. Unfortunately this wasn't as easy as possible and I paused the project.

Refactoring a brand loyalty program

Tessa is a tech-based startup fully backed by Unilever. They provide a loyalty program, helping consumers to get more out of their groceries. As the sole product designer in a scrum team of 8 developers, I was responsible for improving the current app, implementing the new brand identity and creating new value propositions and features.



Design challenge

How can we improve our experience and help customers to “get more out of their groceries”, by adding more value to our existing product?

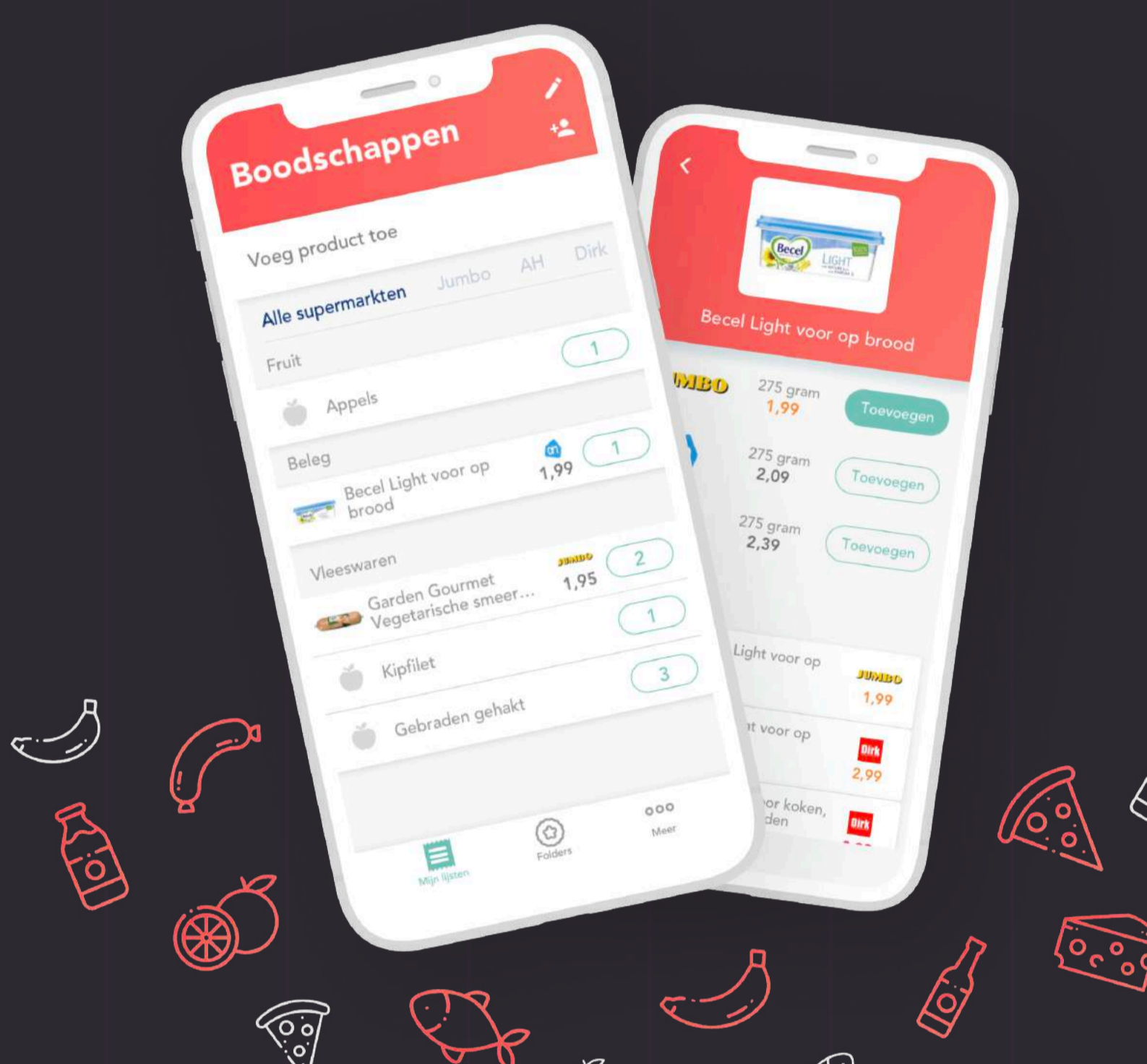
Product strategy

My core goal was to add more value to the existing app and a better vision of Tessa. To do so, I organized and facilitated in partnership with our Product owner, a Google Design Sprint of two full days (32 hours).

We defined existing problems of our main target group and created a first prototype that solved those problems. The following weeks, we tested this and other propositions with our users. In the end, we managed to build a grocery list for our users within our current loyalty program.



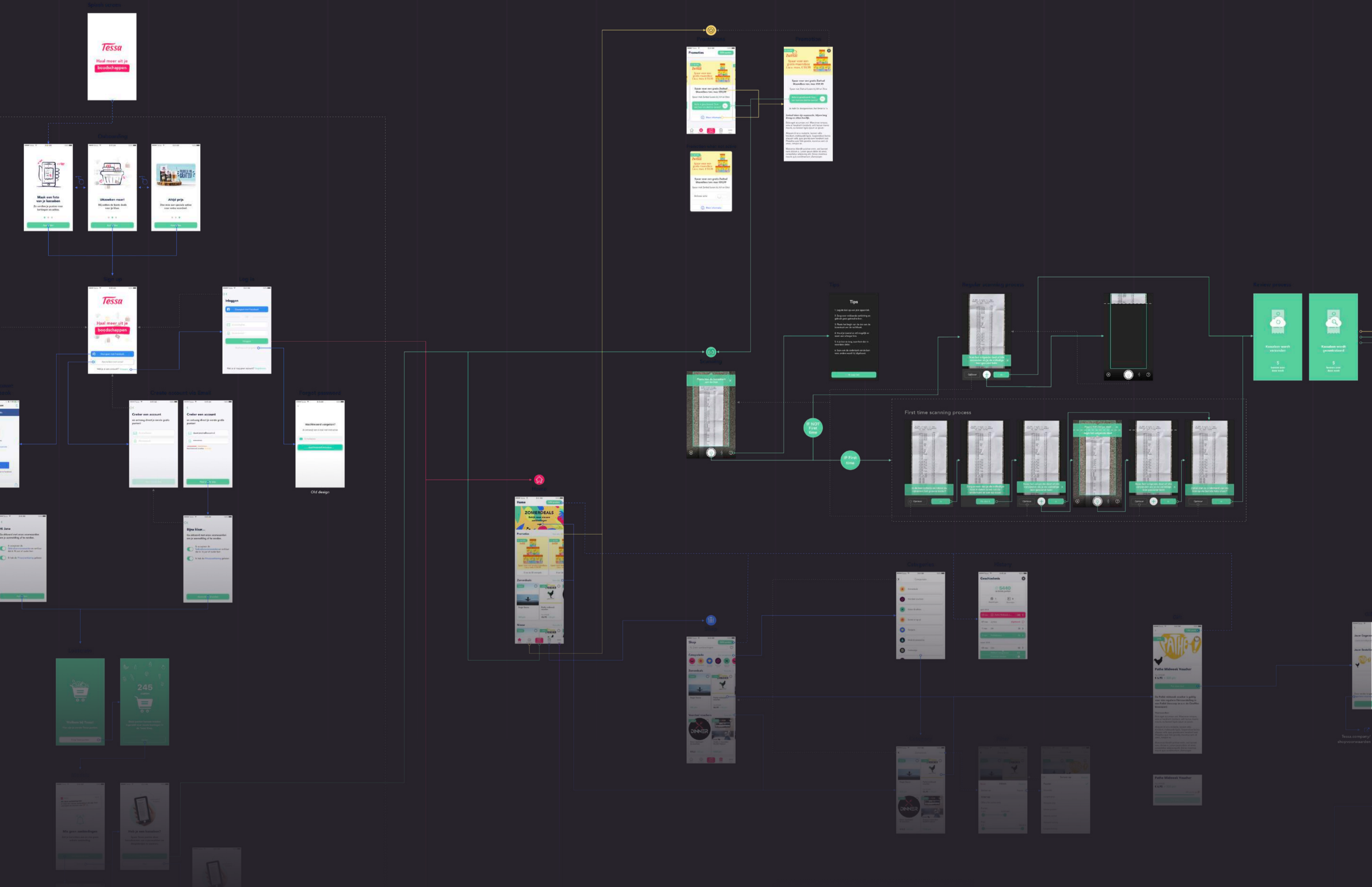
Brainstorm session to create value propositions during the Design Sprint



The end result

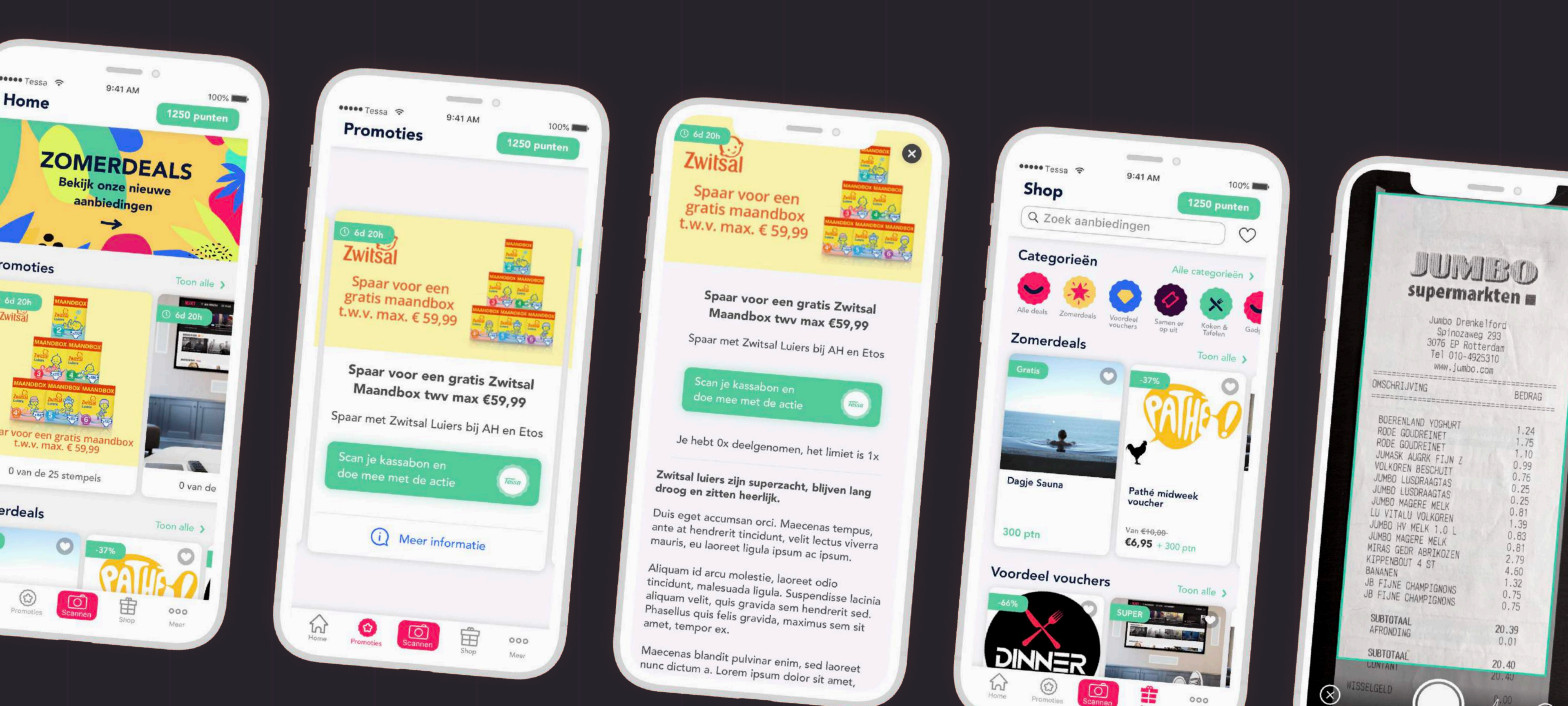
Flow mapping

To help stakeholders understand our product, I created a product flow. By creating this, I also improved communication between business and development. They started working more closely and together we identified unhappy flows and developed a better overall experience.

















Product rebranding

My next goal was to help Tessa make the transition from current to new brand identity. I delivered a Design System in Sketch, which is now leading in implementing as well. That design system is now leading in the existing app and will be used in new products.



Resume in short

7 years of work is too much to show in one portfolio. Happy to elaborate during a (virtual) chat!

	DGN (Zorgkiezer. Energiekiezer) Lead Product designer	2023 - STA		Zorgkiezer UX Design consultant	2018
	Dyme Lead Product designer	2021 - 2023		Wayne Parker Kent Art director	2017 - 2018
	Saxum (Makerstreet) UX Designer consultant	2018 - 2021		Hackmaster Facilitator / Futurist	2017 - 2018
	ING UX Design consultant	2019 - 2021		N=5 Digital Designer	2016 - 2017
	Tessa (Unilever) UX Design consultant	2019		Yourtickets Co-founder	2016 - 2017
	Zorgkiezer UX Design consultant	2018		izi.TRAVEL Junior UX Designer	2015 - 2016
	Innogy UX Design consultant	2018		The Capitals (now Disney+) UX/UI Designer	2015



Daan Tuinstra

♪ Every brief you take, every business you make, I'll be helping you ♪