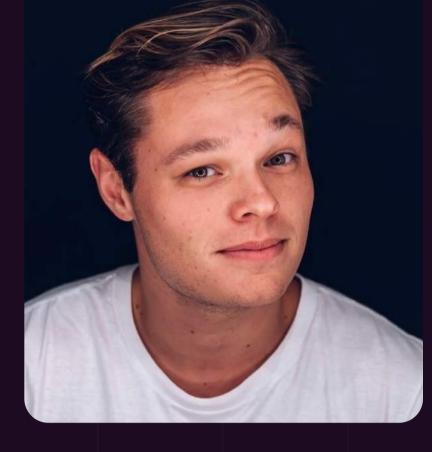


Say bye to clueless designing, say hi to solving problems. 👋

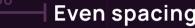
Only one more designer left!!! Reach out before it's too late !!! #darkpatterns

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⊦



Movie night

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.

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

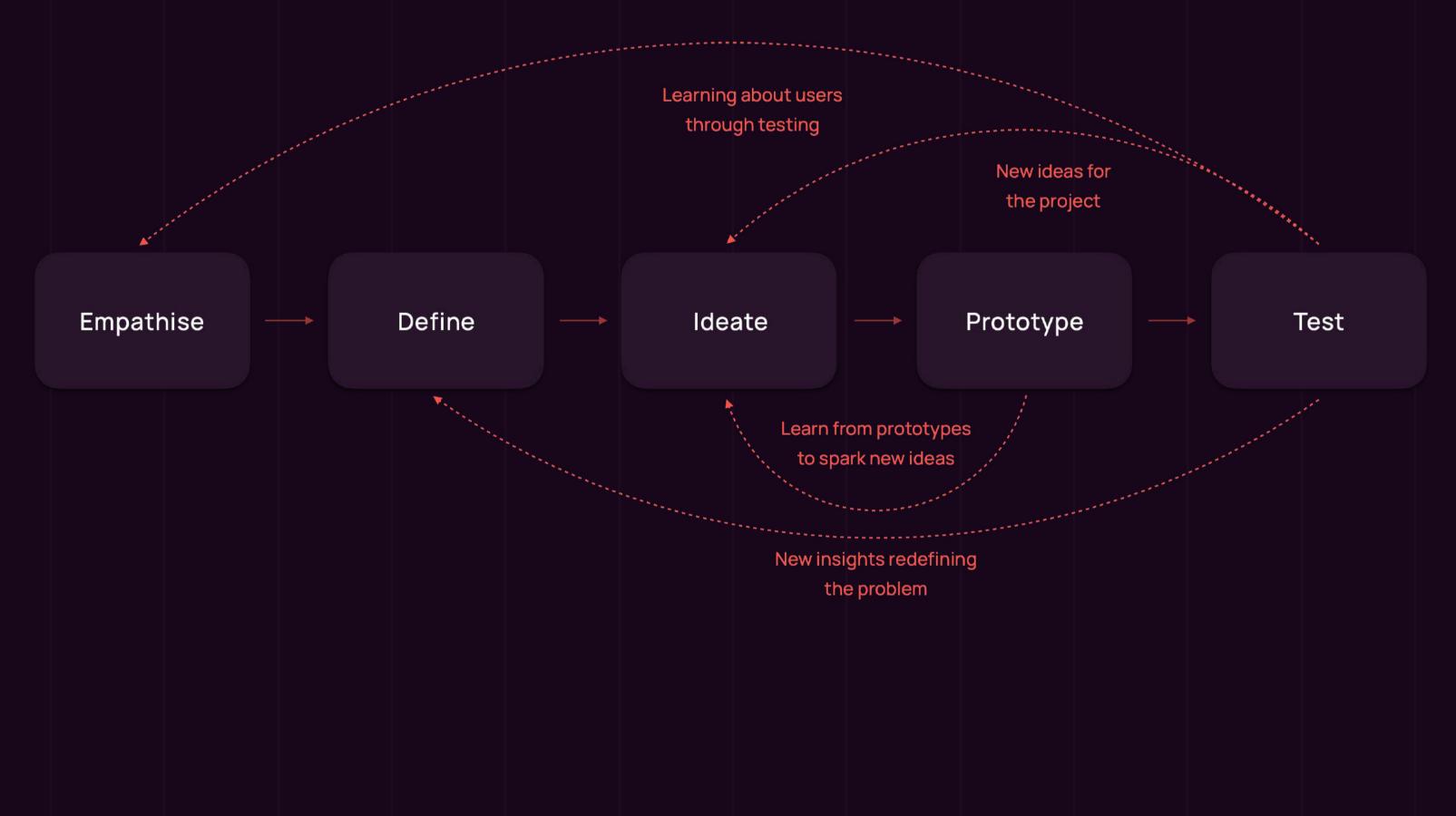
In life

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.



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.





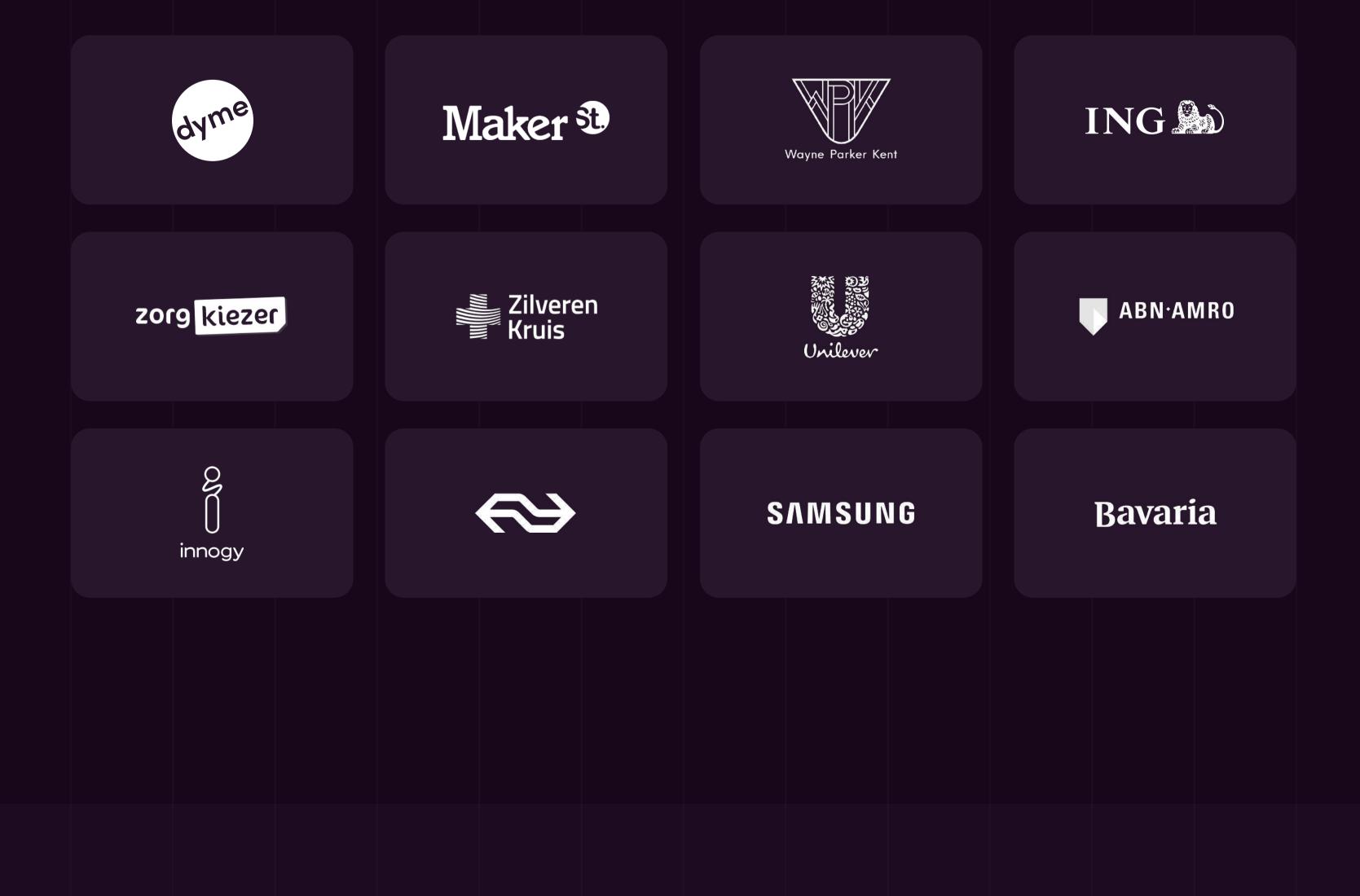
This is me teaching Emirates how to use Design Thinking



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



Joran ledema CEO Dyme

"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."



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.

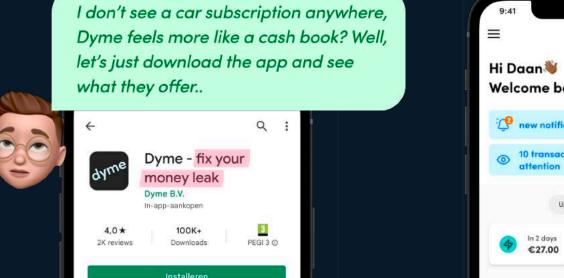
| 9:41 ← | |
|--|----------------------------------|
| Running Club sports August €65.80 | RESIN |
| Per year €144.00 | Next payment in 2 days |
| Transactions | This could be your monthly bill |
| Running club Sport | .00 €65.80 ^{}p} |
| Cancel contract | |
| Save €420 per year! | |

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.



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

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

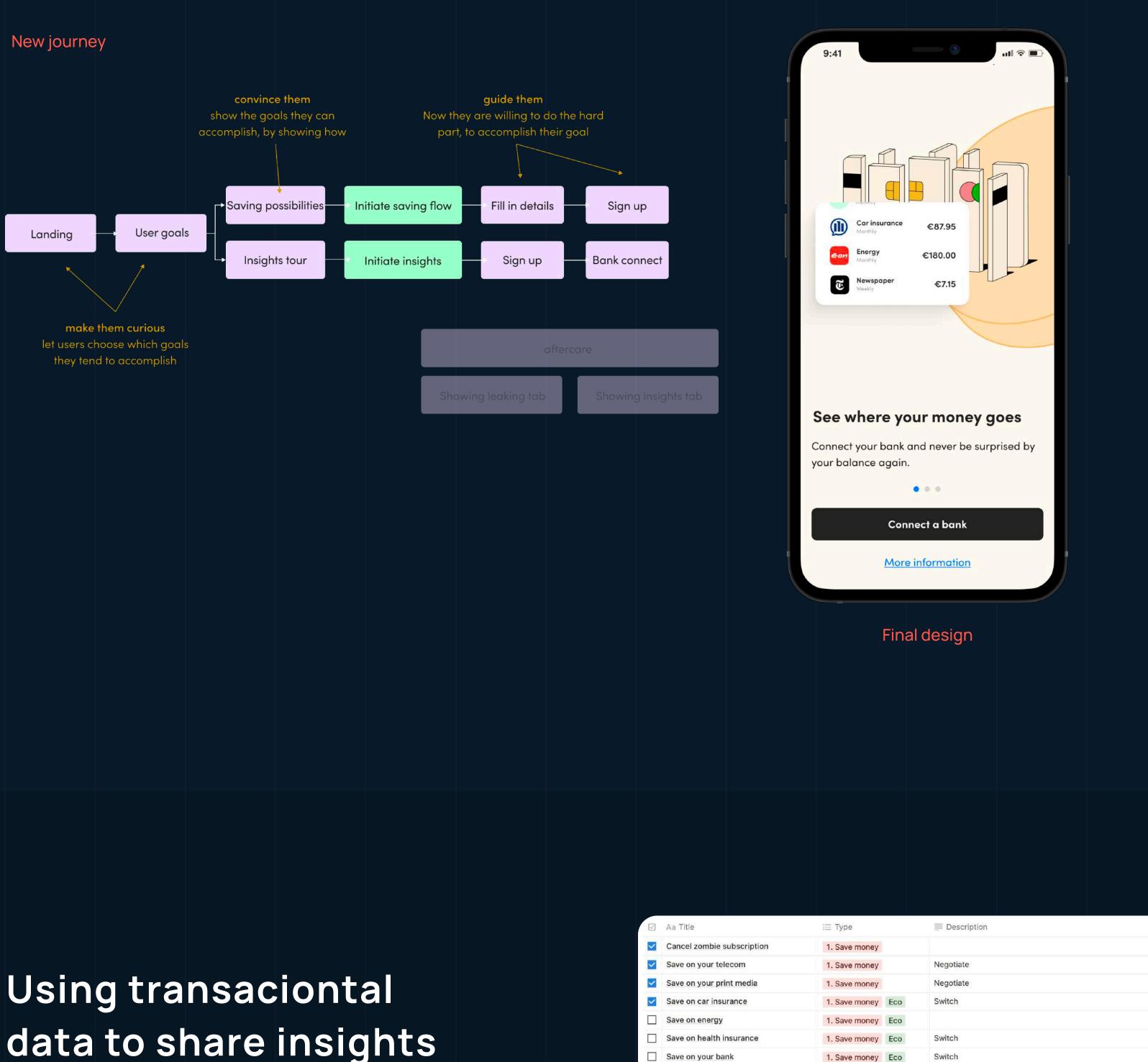


| reken o> dyme | Reken op Dy slim fe bes | |
|--|--|---|
| Antidana RTC O School f | | |
| Over deze app | \rightarrow | |
| Huishoudboekje & Financieel Kasb abonnementen bijhouden, sparen | server and the server of the | |
| Financiën | | |
| Je review | | |
| 0 0 | 0 | J |

€3,000.00 NLXXXXXX0001234578 €3,000.00 I don't see anything related to my money saving opportunities, but also don't get any insights. What's the point using this?

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).



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.

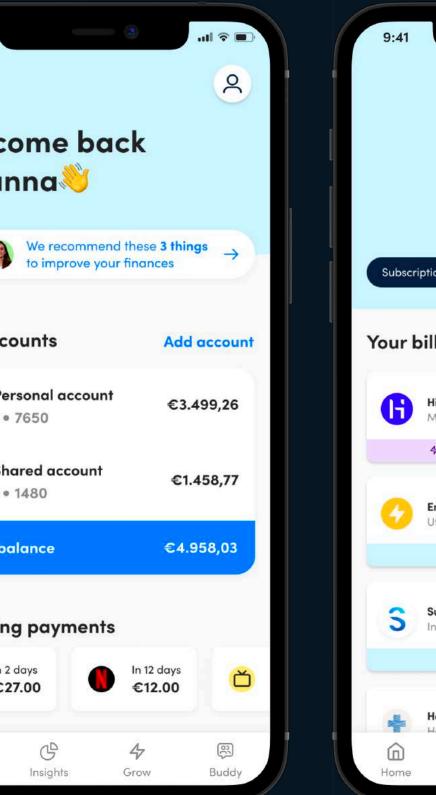
Together with the team and our Data Scientist, we mapped out our transactional data source to see if we can share new insights. We've came up with a long list of possible actionable insights that we can share with our users based on their own transactions.

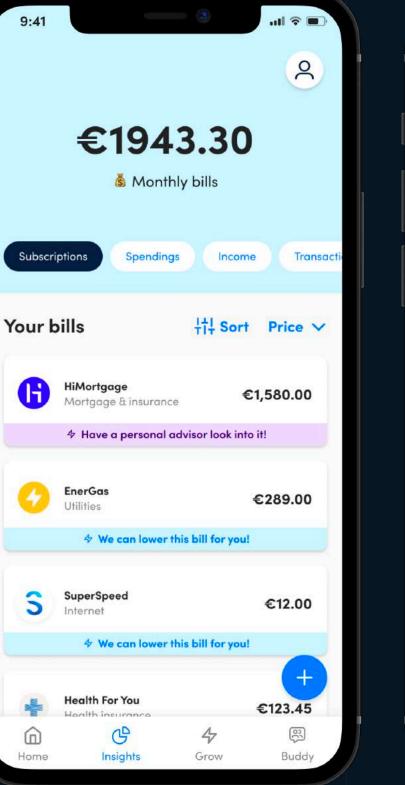
| Save on your bank | 1. Save money | Eco | Switch | Bank subse |
|-------------------------------------|-----------------|------------|--|------------|
| Save on subscription X | 1. Save money | | Many subscription providers offer discounts to retain their customers. D | Subscript: |
| Save on mortgage | 1. Save money | | We detect a mortgage, and outlink the customers to the website of Ikbe | Mortgage |
| WOZ-waarde heronderhandelen | 1. Save money | | | Mortgage j |
| Cineville/Pathe Unlimited | 1. Save money | | | Movie vis: |
| Museumkaart | 1. Save money | | | Museum vi |
| Save on take out food | 1. Save money | Eco | | Delivery t |
| Retail coupons / discounts | 1. Save money | Spend wise | | Retail tra |
| Save on consumer loans | 1. Save money | | We detect a consumer loan, and outlink the customers to the website of | Consumer |
| Object on your rent | 1. Save money | | We detect a house rent price above $[\boldsymbol{x}].$ If so, we link the customer to an | Rent payme |
| Try out Meal subscription box | 1. Save money | | We detect a meal subscription and refer the customer to a competitor w | Meal subs |
| Get NS subscription | 1. Save money | | Save money when you are cheaper off getting a NS subscription | OV spendin |
| NS delay (30m+) = money back | 2. Money rights | | | NS transa |
| Fight your traffic fine | 2. Money rights | | | Traffic f: |
| Flight delay (3h+) = money back | 2. Money rights | | | Flight tio |
| Energy allowance (energietoeslag) | 2. Money rights | Tax & ben | | Income <€ |
| Rental allowance (huurtoeslag) | 2. Money rights | Tax & ben | | Rent <€X |
| Health care allowance (zorgtoeslag) | 2. Money rights | Tax & ben | | NL health |
| Child support (kinderopvangtoeslag) | 2. Money rights | Tax & ben | | Do you hav |
| Study allowance | 2. Money rights | Tax & ben | | Study? |
| Income tax reminder | 2. Money rights | Tax & ben | | Yearly be |
| | | | | |

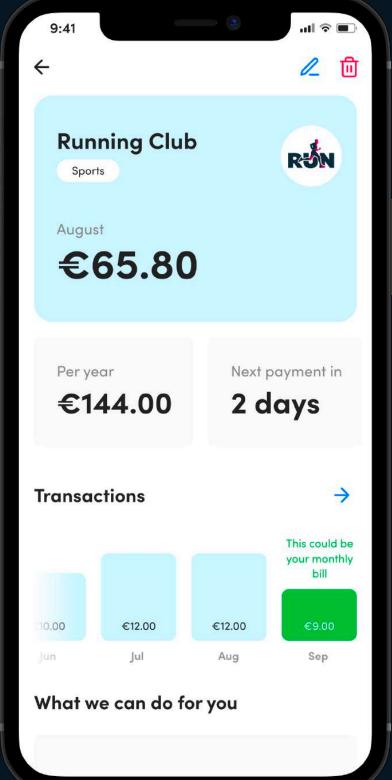
Notion page with actionable insights

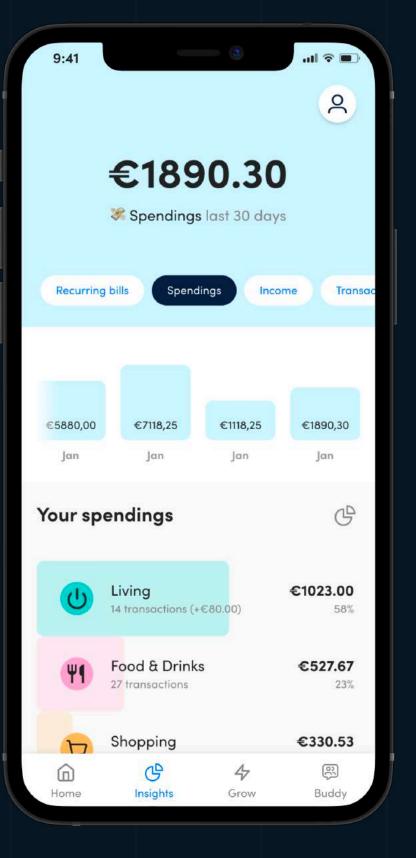
New app structure

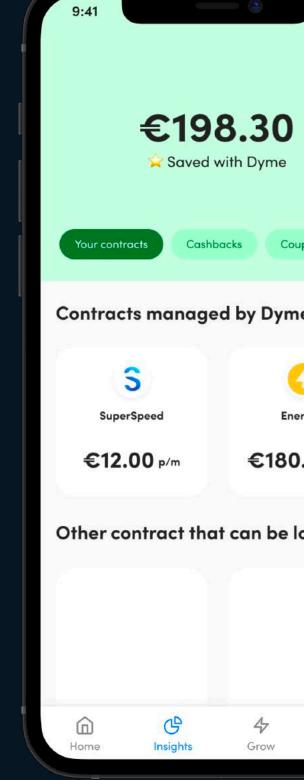
To display the new actionable insights, the app needed a new structure. To present this new concept, I built high-fidelity wireframes to easily create a new layout.











≡ Triggers

Subscript

Telecom s

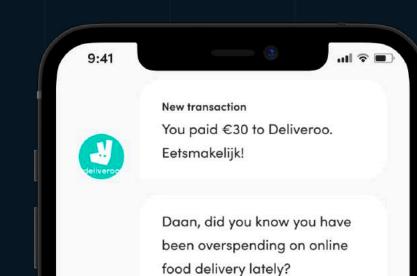
Magazine/

Car insur

Energy su

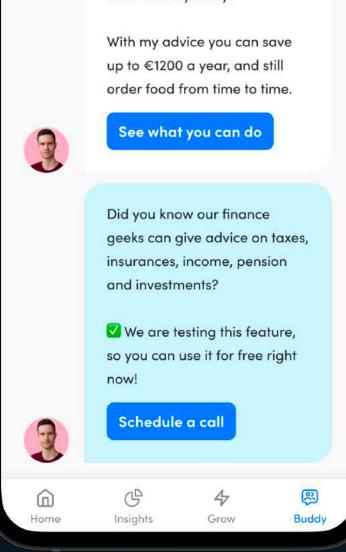
Health in

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 the user. Now it feels more personal and will provide more engagement.

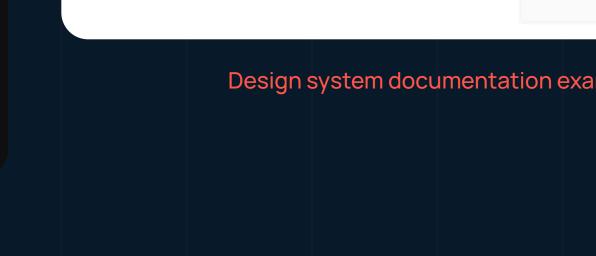


Design documentation and Design system

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.

| dyrna. | Dyme Web 01 - 🖵 Dyme Web | Colors → System Primitives | | Primary button 48px | |
|--------|--|---|--|------------------------------------|--|
| | 02 - Cancellations 03 - OMONEY Saving flows 02 - Web App 03 - Y Other | Gray 30 National And | DymeBlue 50 50 6007577 200767 200777 | Primary button 12px 24px | Button guidelines Buttons are mainly used for primary actions. For secondary actions, other components like text links are used. Button width = always full width (minus margin left/right) Button height = 44px standard |
| 91me | Dyme app 00 - 🧩 Design System | Ultramarine | Sazerac Secondary 50 3100 300 300 400 AFFEBI3 AFFEBIA AFFEBAA | ① Primary button | |
| | 00 - 🤿 App Flow 01 - 人 Onboarding flows | 200 400 770 Accus (https://www.accus | 3000 456 .700 460 .900 #FFMADD #CS98005 #ALT700 #733300 #401800 | 4px | Text guidelines |
| | 02 - 🥹 Insights flows | ElectricViolet | RadicalRed | | It's best to keep the button text within one line (20 characters) to avoid problems with |
| | 03 - 💥 Money saving flows | 10 100 300 300 400 ASERCER ASECTER ADDIERT Administration of the second | 30 300 300 400 #FF573 #FF084 #FF302 #FF302 Image: | O Primary button 16px 16px | responsiveness and usabilityText has to be clear and effective |
| | 04 - 👤 Profile & Settings flows | аво 400 700 400 300 சзадаят егсова естова ечнота ездоска ВlazeOrange | ,500 кай 700 айл 340 жтёвайд агоднээ авьята акоопте андост Jade | | |
| | Figma structuring | | | Design system document | ation example |

Color tokens



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.

ING (1)

Creating one global experience

Touchpoint is a stand-alone company within ING, with it's 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.

2+ sender accounts Subtotals without cost

12 may 2020

Hr. W van Dijk

Hr. W van Dijk

| Hr. W van Dijk NL75 INGB 0661 5896 90 | 386,50 USD |
|--|-------------------------|
| Payment with 1 cost | |
| Hr. W van Dijk NL75 INGB 0661 5896 90 Cost international payment | 386,50 USD 8,00 USD |
| Payment with multiple costs | |
| Hr. W van Dijk NL75 INGB 0661 5896 90 Extra costs | 386,50 USD 16,00 USD |

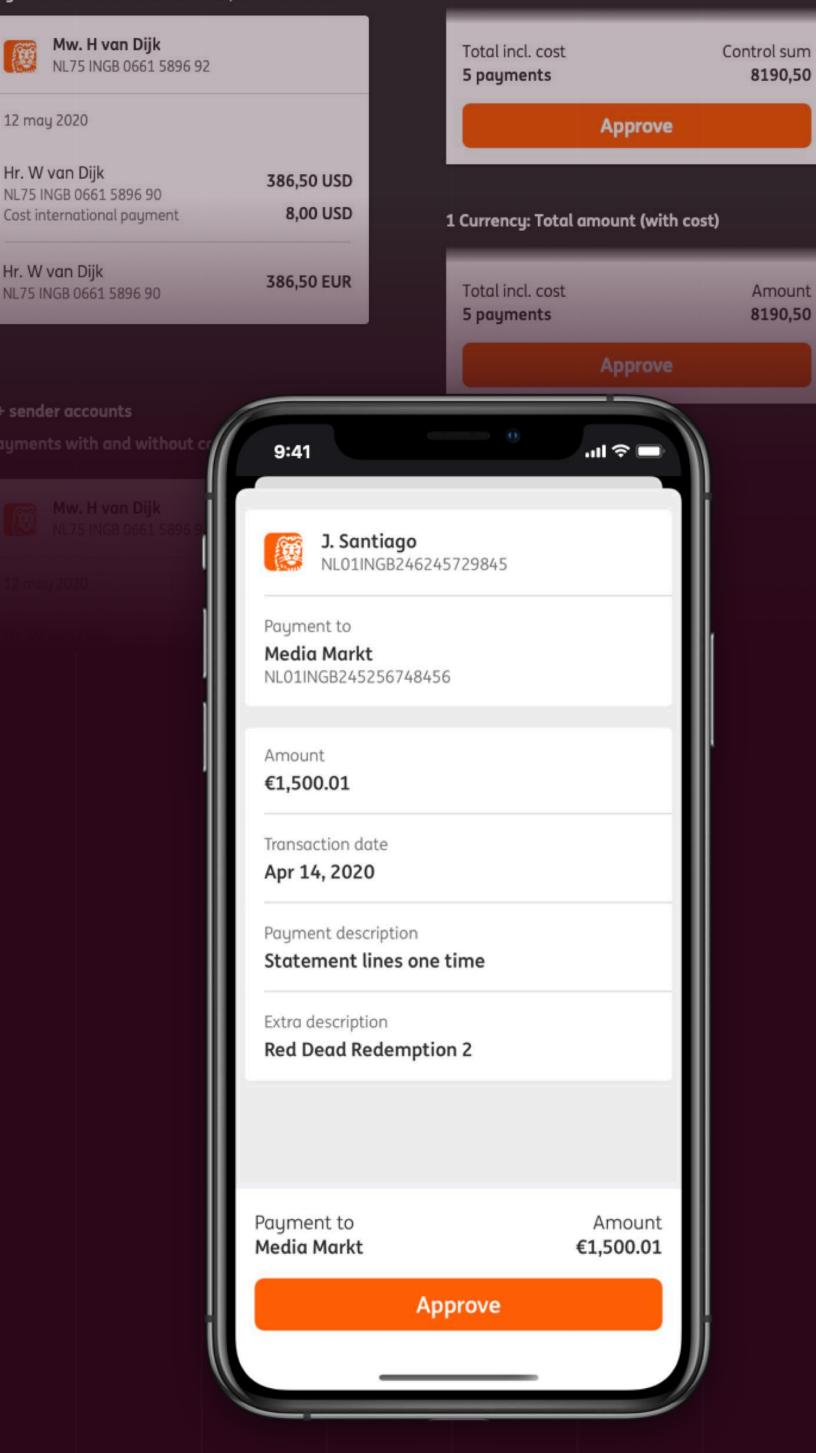
| Mw. H van Dijk NL75 INGB 0661 5896 92 | |
|---|-------------|
| 12 may 2020 | |
| Hr. W van Dijk NL75 INGB 0661 5896 90 | 386,50 EUR |
| Hr. W van Dijk NL75 INGB 0661 5896 90 | 386,50 EUR |
| Subtotal | 1377,50 USD |
| | |

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.

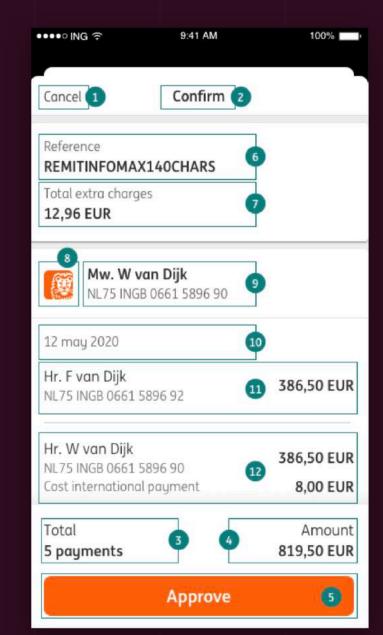


Accessibility first

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

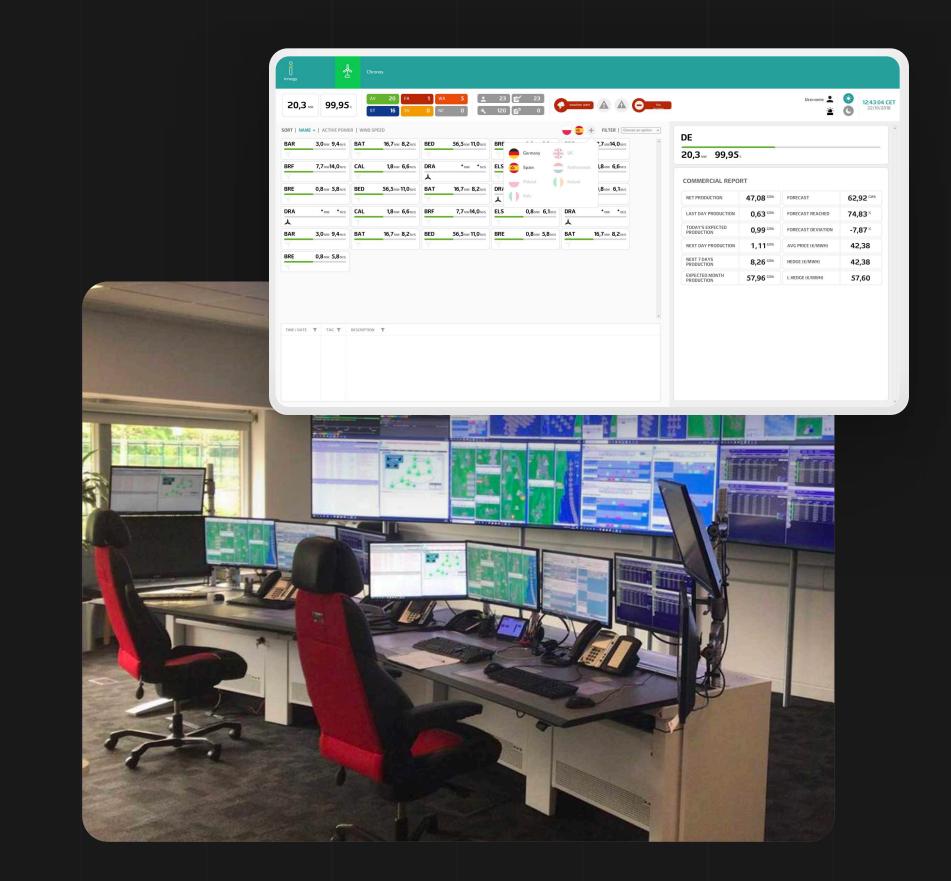
- 1. Button: "Cancel this payment"
- 2. Header: "Confirm"
- 3. Label: "Same as text" "5 payments"
- 4. Label: "Same as text" "Eighthundrednineteen euro's and 50 cents"
- 5. Button: "Approve this transaction"
- 6. "Transaction details" Label: "Reference" "R E M I T...." ?
- 7. Label: "Same as text" "Twelve euro's and ninetysix 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"

innogy

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 enourmous 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 axactly what to visualise. The challenge was to make it as easy as possible for the engineers to monitor.

| reasurement | MeasureName | Group | Sample Data | Units | WTG Tile WTG Data Tab |
|-----------------------|-----------------------|--------------------------|-------------|----------|-----------------------|
| kirTemperature | AirTemperature | Nacelle | 40.5 | °C | Yes |
| lacelleDirection | NacelleDirection | Nacelle | 276 | • | Yes |
| lacelleTemperature | NacelleTemperature | Nacelle | 40.5 | °C | Yes |
| VindDirection | WindDirection | Nacelle | 276 | ۰ | Yes |
| VindSpeed | WindSpeed | Nacelle | | | No |
| | | | | | Yes |
| lladePitch | BladePitch | Blade | 0.05 | ۰ | Yes |
| lladePitch1 | BladePitch1 | Blade | 0.05 | • | Yes |
| lladePitch2 | BladePitch2 | Blade | 0.05 | • | Yes |
| lladePitch3 | BladePitch3 | Blade | 0.05 | ۰ | Yes |
| | | | | | Yes |
| lotorSpeed | RotorSpeed | Hub | 14.2 | RPM | Yes |
| | | | | | Yes |
| earBearingHssGenTemp | GearBearingHssGenTemp | Gearbox | 40.5 | °C | Yes |
| GearBearingHssRotTemp | GearBearingHssRotTemp | | 40.5 | °C | Yes |
| GearBearingTemp | GearBearingTemp | Gearbox | 40.5 | °C | Yes |
| GearOilSumpTemp | GearOilSumpTemp | Gearbox | 40.5 | °C | Yes |
| or an one amp remp | Courciloumpremp | Godibox | 40.5 | °C | 100 |
| lainBearingTemp | MainBearingTemp | Main Bearing | 40.0 | | Yes |
| landeaningreinp | handednigtenp | indir Douring | | | 100 |
| enBearingDETemp | GenBearingDETemp | Generator | 40.5 | °C | Yes |
| BenBearingNDETemp | GenBearingNDETemp | Generator | 40.5 | °C | Yes |
| GeneratorLargeTemp | GeneratorLargeTemp | Generator | 40.5 | °C | Yes |
| SeneratorSmallTemp | GeneratorSmallTemp | Generator | 40.5 | °C | Yes |
| SeneratorPhase1Temp | GeneratorPhase1Temp | Generator | 40.5 | °C | Yes |
| SeneratorPhase2Temp | GeneratorPhase2Temp | Generator | 40.5 | °C | Yes |
| SeneratorPhase3Temp | GeneratorPhase3Temp | Generator | 40.5 | °C | Yes |
| GeneratorSpeed | GeneratorSpeed | Generator | 1158 | RPM | Yes |
| eneratoropeed | Generatoropeeu | Generator | 1130 | INF III | 103 |
| ransformerPhase1Temp | TransformerPhase1Temp | Transformer | 40.5 | °C | Yes |
| ransformerPhase2Temp | TransformerPhase2Temp | | 40.5 | °C | Yes |
| ransformerPhase3Temp | TransformerPhase3Temp | | 40.5 | °C | Yes |
| ransformerTemp | TransformerTemp | Transformer | 40.5 | °C | Yes |
| ransformerremp | Transformerremp | Transformer | 40.5 | <u> </u> | Yes |
| urrent1 | Current1 | Grid | 818 | A | Yes |
| current2 | Current2 | Grid | 818 | Ā | Yes |
| current3 | Current3 | Grid | 818 | A | Yes |
| requency | Frequency | Grid | 49.98 | Hz | Yes |
| | | Grid | 49.90 | n2 | No |
| owerActive | PowerActive | Grid | 4 | Co- Dhi | |
| owerFactor | PowerFactor | | -1 | CosPhi | Yes |
| owerReactive | PowerReactive | Grid | -101.2 | kVAr | Yes |
| /oltagePhase1 | VoltagePhase1 | Grid | 392.5 | V | Yes |
| /oltagePhase2 | VoltagePhase2 | Grid | 392.5 | V | Yes |
| /oltagePhase3 | VoltagePhase3 | Grid | 392.5 | V | Yes |
| | | | | | |
| lydraulicOilTemp | HydraulicOilTemp | Central Hydraulic System | 40.5 | °C | Yes |
| vdraulicPressure | HydraulicPressure | Central Hydraulic System | 197.34 | Bar | Yes |

| ortfolio | Country | Details 0 | irid Station | Close | | Command | | | | 71 | November | 2018 2: | 56 P |
|-----------------|-------------------|--------------------|-----------------|--------------|-----|----------------------------------|---------|--------------|-------------|--------------|---------------|---------|------------------------|
| | | | | | | | | | | | | | |
| 1 | Last Updated | | 07-NOV-2018 1 | 14.50.22 061 | | urrent Status | | | | | Available | | |
| T103 | Error Description | System OK | 01-140 9-2010 1 | 14.30.32.30. | , | | | | | | Available | | |
| | \checkmark | 6.78 | m/s 🗸 | | | 243.62 | | \checkmark | | 388.02 | kvv 🕅 | | |
| | | | | | _ | | _ | | | | | | _ |
| | | Last Error Code | | | | | | | Generator | | | | . |
| Error Code | | √ | 0 | | | Generator RPM | | | | | 21.25 | RPM | 200 |
| Error Timestan | np | \checkmark | 07-NOV-2018 0 | 19:52:56.870 | J | Low Speed Winding T | · · | | | \checkmark | 62.80 | °C | <u>200</u> |
| | | Meteorological | | | | High Speed Winding To | | ure | | | N/A | °C | 200 |
| Ambient Temp | erature | \checkmark | 8.80 | * C | X | Generator Bearing Ter | | | | > | 47.25 | °C | Accessed in the second |
| Air Pressure | | | N/A | mBar | X | Generator Bearing Ter | np. NDE | | | \checkmark | 41.60 | °C | 200 |
| | Total | Energy Import/ Exp | ort | | | | | | Gear Box | | | | |
| Active Energy | | | 6,185 | kWh | X | High Speed Bearing Te | mp. | | | | N/A | °C | XX |
| Active Energy | | | 3,051,290 | kWh | X | IMS Bearing Temp. Get | | End | | \checkmark | 59.00 | °C | XX |
| Reactive Energ | gy Import | ✓ × | 751,773 | kVArh | X | IMS Bearing Temp. Rot | or End | | | \checkmark | 51.80 | °C | XX |
| Reactive Energ | gy Export | \checkmark | 65,329 | kVArh | X | Oil Sump Temperature | | | | \checkmark | 47.50 | °C | XX |
| | | Power | | | | | | | | | | | |
| Reactive Powe | er | \checkmark | -62.70 | kVAr | X | Disk Date A | | | Blade Pitch | • | | 0 |)(% |
| Apparent Pow | /er | \checkmark | 388.02 | kVA | 200 | Pitch Ref. A Pitch Position A | | | | | N/A | 0 | XX |
| Power Factor | | \checkmark | -0.99 | ф | X | Pitch Position A | | | | \checkmark | 0.00 0.00 | 0 | 200 |
| Frequency | | \checkmark | 49.90 | Hz | X | Pitch Position B | | | | \checkmark | 0.00 | 0 | |
| | Ve | oltages/ Currents | | | | Blade/ Tip Pressure | | | | * | N/A | Bar | XX |
| /ottage 1 | | \checkmark | 395.36 | V | X | | | | | | | | |
| /ottage 2 | | | 395.14 | V | X | | | | Rotor | | | | |
| /ottage 3 | | \checkmark | 395.07 | V | X | Rotor RPM | | | | \checkmark | 0.18 | RPM | 200 |
| Current 1 | | \checkmark | 331.88 | A | X | Main Bearing Tempera | ture 1 | | | \checkmark | 28.10 | • C | 200 |
| Current 2 | | \checkmark | 332.42 | A | X | Main Bearing Tempera | ture 2 | | | \checkmark | 18.00 | °C | XXX |
| Current 3 | | \checkmark | 334.85 | A | X | | | | ManaP- | | | | |
| | | Hydraulics | | | | Nacelle Direction | | | Nacelle | \checkmark | 258.93 | | XX |
| lydraulic Oil T | emperature | | N/A | ۰c | XX | Yaw Status | | | | • | 256.95 N/A | | |
| lydraulic Pres | • | | N/A | Bar | | Yaw Mode | | | | | N/A | | |

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.

| y c | Chronos | | | | |
|---------------------|----------------------|--------------------------------------|---------------------------|---------------------|--|
| ,3 99,95 | AV 20 FA ST 16 SV | 1 WA 5 | 23 E 23 120 👼 0 | 🕈 🛦 共 🖨 | Usernar |
| NAME - ACTIVE POW | ER WIND SPEED | | | Ghoose an option 🔹 | |
| 3,0mm 9,4m/s | BAT 16,7 MW 8,2 M/s | BED 56,5mm 11,0m/s | BRE 0,8 MW 5,8 M/5 | BRF 7,7 mw14,0 m/s | DE Lasbek 3,0 M 9,4 Ms |
| | Y | ۲ | ۲ | ۲ | |
| 7,7 mw14,0 m/s | CAL 1,8 MW 6,6 M/S | DRA * _{MW} * _{M/S} | ELS 0,8mm 6,1m/s | CAL 1,8 mw 6,6 m/s | SUMMARY STATUSES ALARMS CHARTS CONTROLS |
| | Y | | Y | T | |
| 0,8mm 5,8m/s | BED 56,5 MW 11,0 M/s | BAT 16,7 mw 8,2 m/s | DRA *MW *M/S | ELS 0,8 mw 6,1 m/s | SWOC1 No Curtailment SWOC2 12,4 MW 100% |
| | Y | Y | | Ţ | AV 20 WA 5 ST 16 SV 0 NC 0 AR |
| * * | CAL 1,8 MW 6,6 M/S | BRF 7,7 mm 14,0 m/s | ELS 0,8mm 6,1m/s | DRA *MW *M/S | |
| | ۲ | Y | ۲ | | SORT NAME - ACTIVE POWER WIND SPEED |
| 3,0mm 9,4m/s | BAT 16,7 MW 8,2 M/5 | BED 56,5 MW 11,0 M/s | BRE 0,8mm 5,8m/s | BAT 16,7 MW 8,2 M/S | 701955 3,0 MW 9,4 M/S 701958 16,7 MW 8,2 M/S |
| | Y | Y | Y | ۲ | 701955 3,0mm 9,4m/s 701958 16,7mm 8,2m/s 7 |
| 0,8 mm 5,8 m/s | BED 56,5 MW 11,0 M/s | CAL 1,8 mw 6,6 m/s | DRA *MW *M/S | | |
| | Y | Y | 1 | | |

| innogy | | | | | | | |
|--------|----------------------------------|------|------------------------------------|----------|---|-----|---------------------------|
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| BRF | 7,7 mw14,0 m/s 0,8 mw 5,8 m/s | CAL | 1,8 мw 6,6 м/s 56,5 мw 11,0 м/s | - | * _{MW} * _{M/S} 16,7 _{MW} 8,2 _{M/S} | DR/ | Spain Poland |
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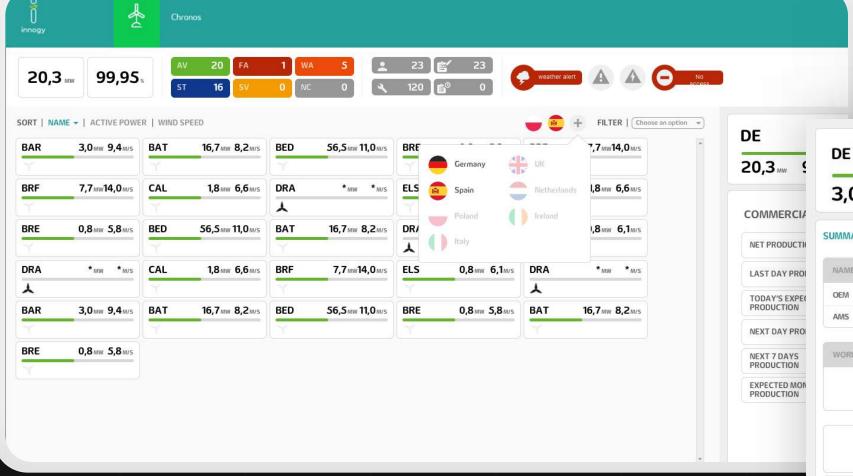
The operator can easily switch between dark mode and light mode to reduce eye strain, as operators are working 24/7

Description

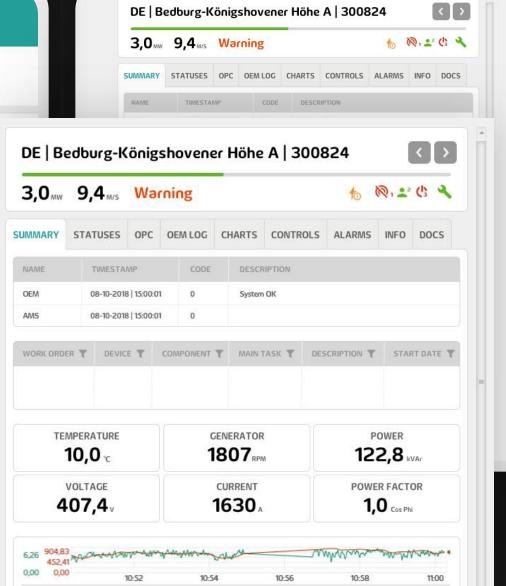
Power Active (kW)

1 Hour

WindSpeed (m/s)



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



Last Time

11:00

11:00

12 Hours

Last Value

890.19

7.74

1 Day

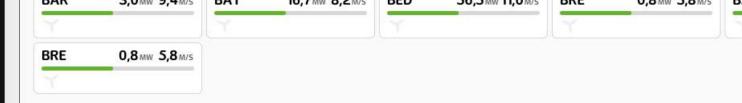
Connection Status

Good

Good

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| 24-10-2018 08:15:16 | Message has been delivered and accepted by the provider |
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| Failure free | Failure free |



TIME / DATE Y TAG Y DESCRIPTION Y



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?



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, brandstrategy and first campaign.

| €70 korting | | | | | | |
|-------------|--|-----------------------|--|-----------------------|--|-------|
| | €70 korting | ∰ €10 bol. bon | €120 korting | ∰ €10 bol. bon | €200 korting | ∰ €10 |
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Sorteer op Prijs/Kwaliteit

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.

Dynamisch 🗙 Afsluiten bij Energiekiezer 🗙 Wis filters

We iterated the flow, updated the brand identity, SEO oplimalised 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.

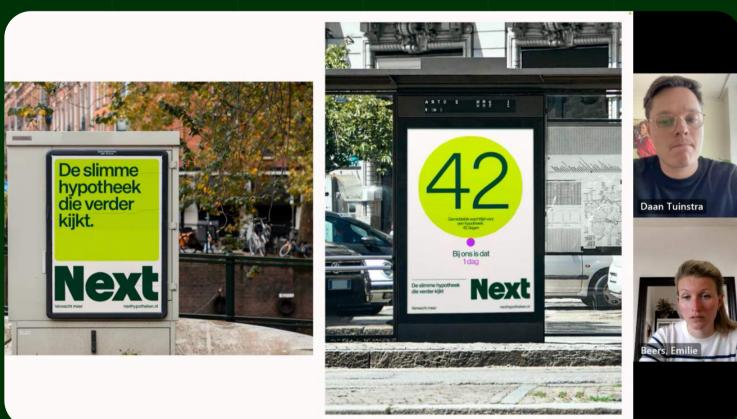
Zo kan het ook.



Qualitative user research

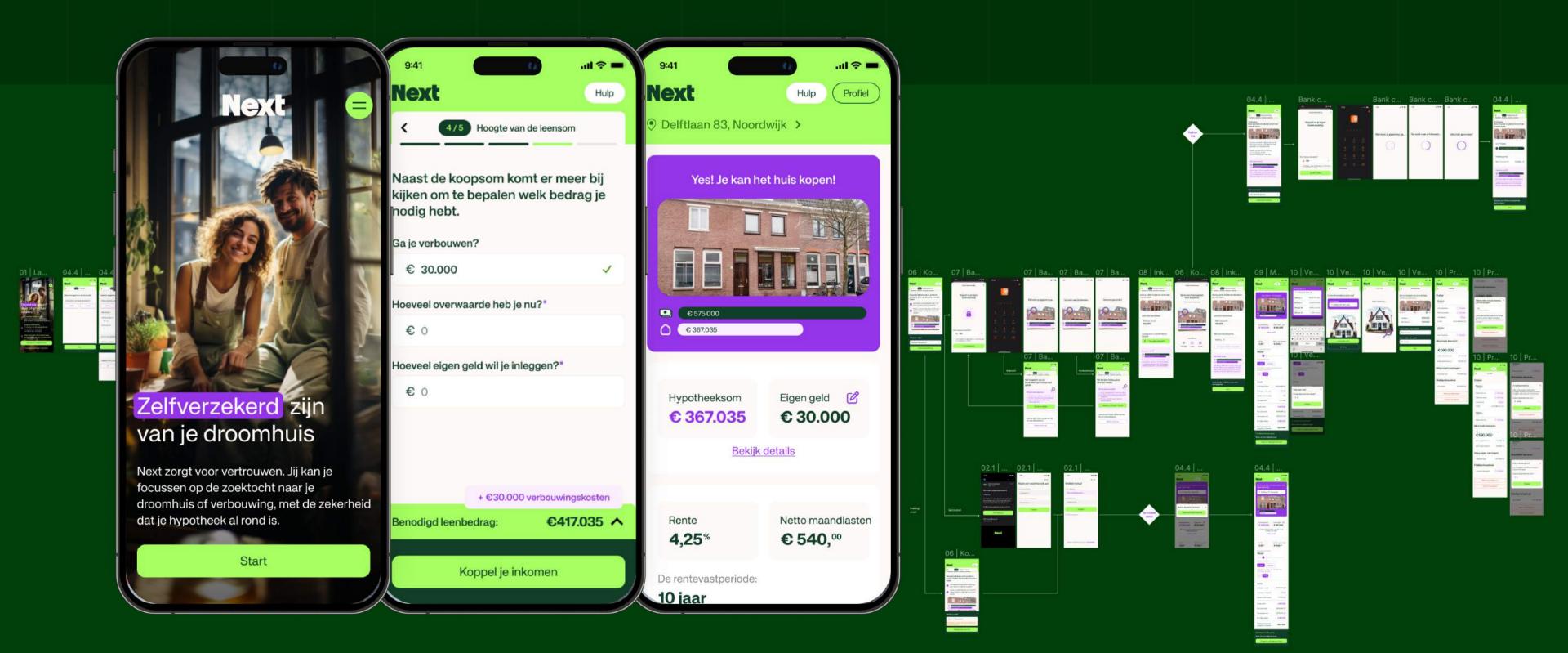
After creating a sustainable business model, I conducted user research to see if we were product market fit.





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 an sleek identity, to differentiate from competitors, and build trust with customers in the competitive market. This to ensure long-term success and growth.



OOK gewoon

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.





9:41

ook gewoon

lk zoek een plek waar

ik mijzelf kan zijn

Q Waar zoek je naar?

ntdek alle locaties in je buurt

I



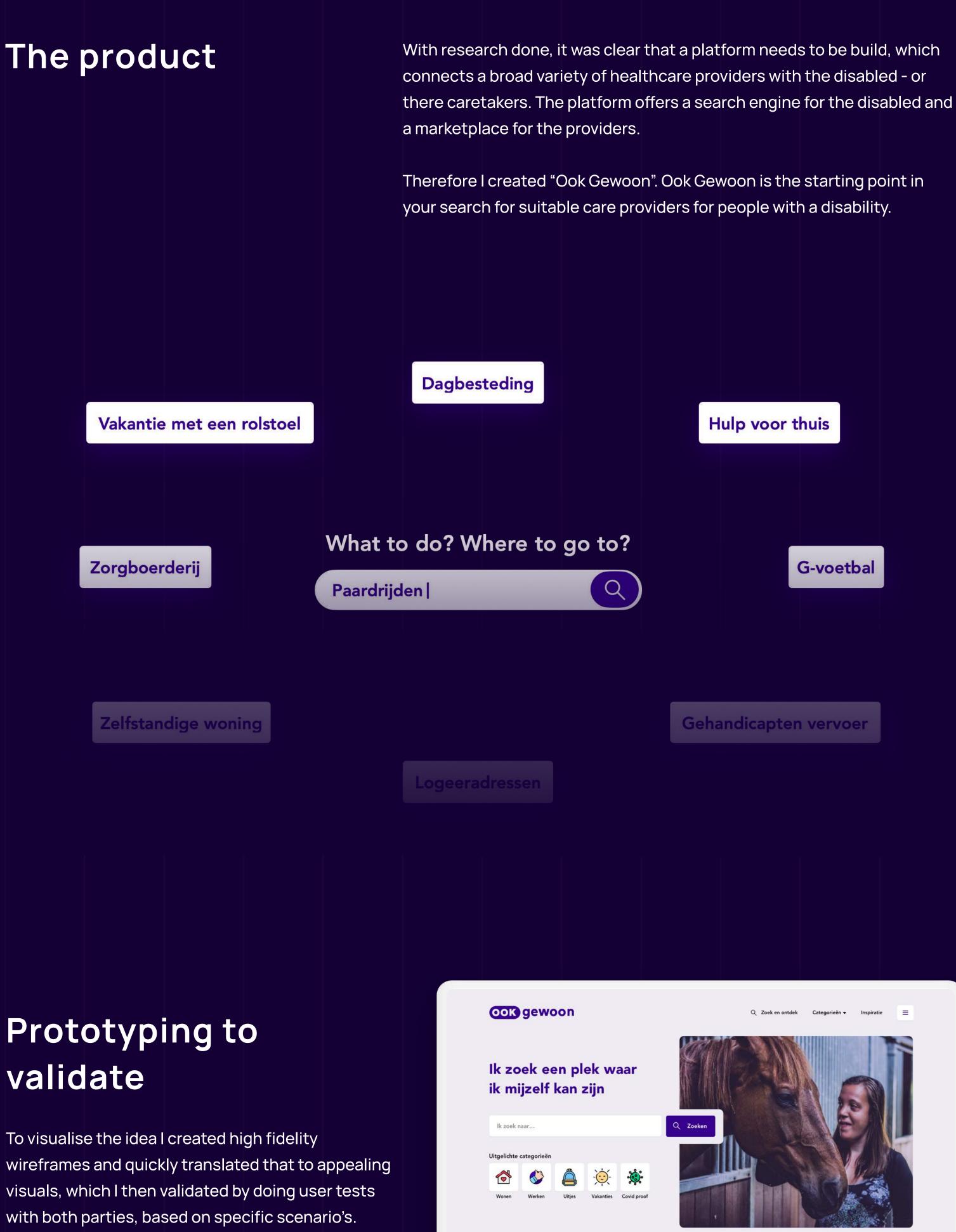
Interviews with caretakers

I tested my assumptions and interviews 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"



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ok gewoon

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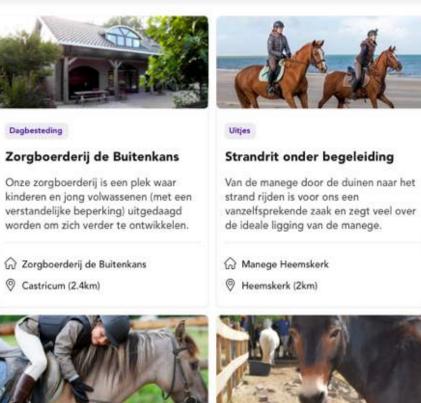
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Q Paardrijden

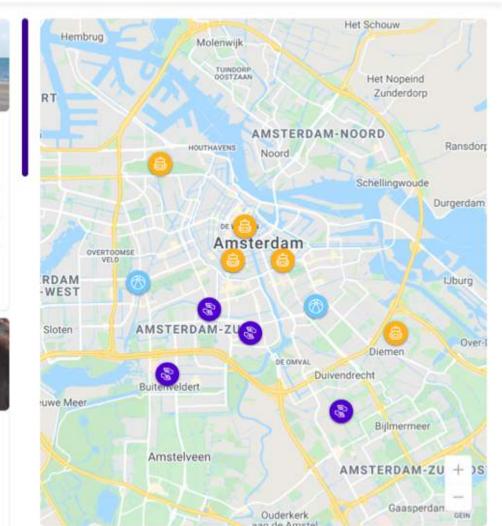
Amsterdam

Sport Aangepast paardrijden

elf een locatie toevoegen? Lees hier meer over ook een geweldige kans.

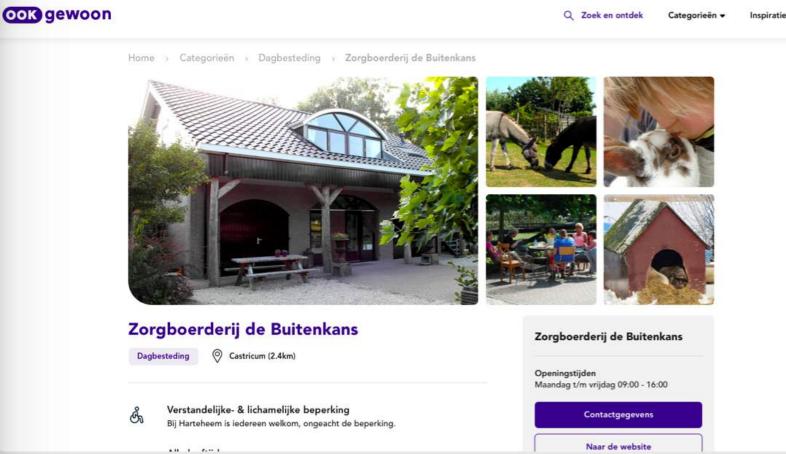
Sport

Boederij op IJburg Paardrijden is voor mensen met een Onze zorgboerderij is een plek waar beperking een enorme uitdaging, maar kinderen en jong volwassenen (met een verstandelijke beperking) uitgedaagd worden om zich verder te ontwikkelen.



Inspiratie

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Setting up a business plan and strategy

After validation, the product needed to be build.

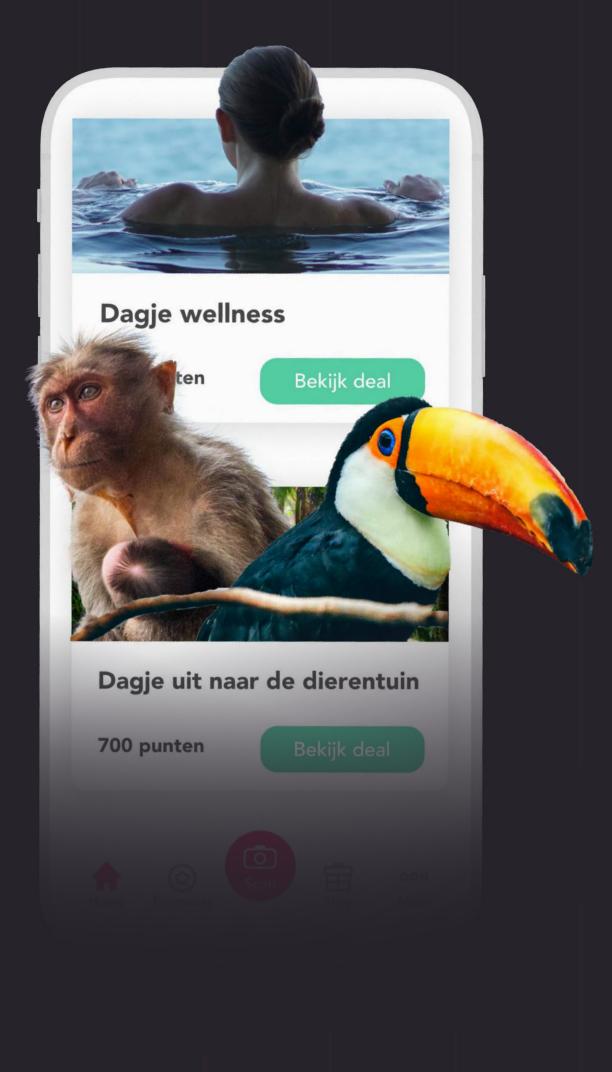
Therefore I created a business plan and set up lots of meetings with investors. Unfortunately this wasn't as easy as possible and I paused the project.





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 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?

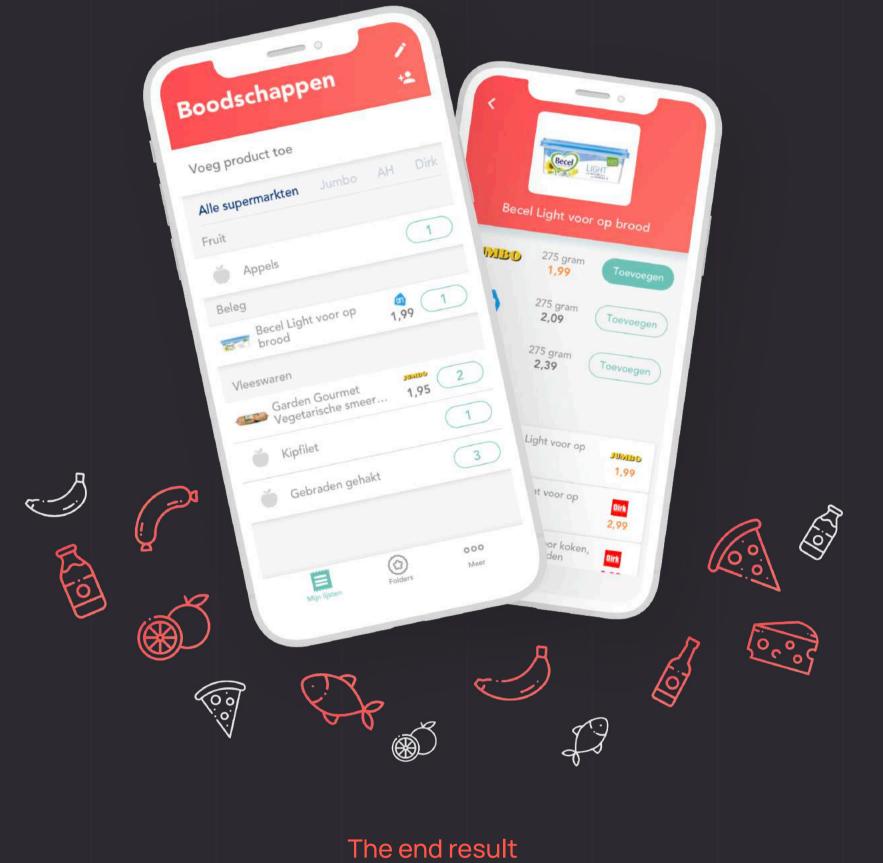
Product strategy

My core goal was to add more value to the existing app and a better vision of Tessa. To do so, I organised 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



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.



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Tessa Haal meer uit ju boodschappen

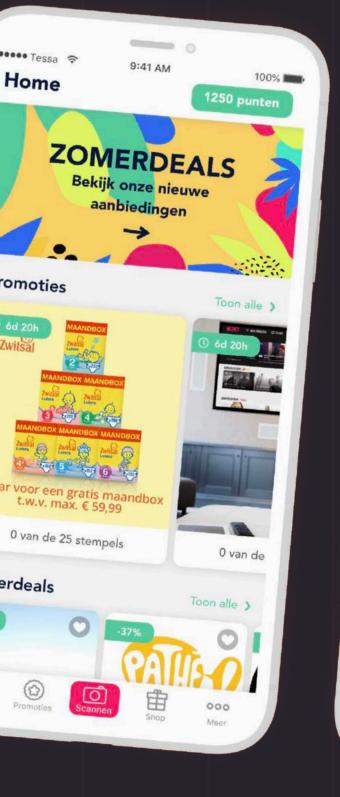
Tessa

Haal meer uit je boodschappen CRATISI :

Bijne kloar... Ge akkand met oren vervree ore je serendeling af te reveler be engene sk de einer sk de einer sk

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 development is implementing as well. That design system is now leading in the existing app and will be used in new products.







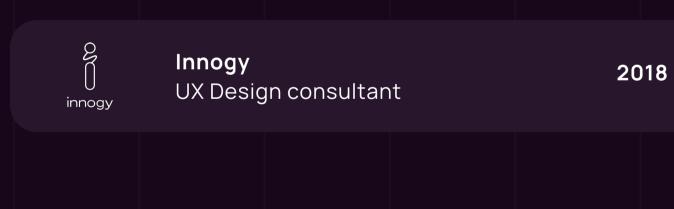




Resume in short

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

| DGN | DGN (Zorgkiezer. Energiekiezer) Lead Product designer | 2023 - STA | Zilveren Kruis | Zorgkiezer UX Design consultant | 2018 |
|--------------------------|---|-------------|---------------------|---|-------------|
| | | | | | |
| dyme | Dyme Lead Product designer | 2021 - 2023 | Wayne Parker Kent | Wayne Parker Kent Art director | 2017 - 2018 |
| | | | | | |
| Maker 🏵 | Saxum (Makerstreet) UX Designer consultant | 2018 - 2021 | HACKMASTERS | Hackmaster Facilitator / Futurist | 2017 - 2018 |
| | | | | | |
| ING ಖ | ING UX Design consultant | 2019 - 2021 | N=5 | N=5 Digital Designer | 2016 - 2017 |
| | | | | | |
| Drilever | Tessa (Unilever) UX Design consultant | 2019 | YT | Yourtickets Co-founder | 2016 -2017 |
| | | | | | |
| zorg <mark>kiezer</mark> | Zorgkiezer UX Design consultant | 2018 | izi . TRAVEL | izi.TRAVEL Junior UX Designer | 2015 - 2016 |





The Capitals (now Disney+)

2015



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