

Hi there! 🖐 Meet Daan,  
digital product designer

And this is a selection of my work

```
<div id="helloworld">  
  This is Daan Tuinstra  
</div>
```



I'm fascinated about shaping technology into products through a **user-centered design**. My strength could also be my weakness: **speed**.

I have a demonstrated history of working in **the startup industry, agencies, advertisement, contentmarketing** and **corporates**. In my spare time, I love to make films, photography and building businesses and strategies.



# Service spectrum

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## Creative strategy

Working together, we'll co-create a design + business strategy that can address your company's core questions and aim to solve key problems with thoughtful and tailored design execution. This may look like Google Design Sprints, value propositioning information architecture, or look&feel.



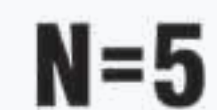
## Product design - UX/UI

A holistic approach on how to create powerful user experiences. Working from concept to buildout, I'm comfortable within the full spectrum of the product design process. This may look like user research, wireframing, prototyping, high fidelity visual designs, or pair design with engineering teams.

```
<div id="curriculum">  
  Clients & companies  
</div>
```

# Clients I've worked for

In recent past, I've worked for multiple companies with all huge projects. I **crafted new products and services** that didn't exist yet, worked on tons of **advertisement & content marketing campaigns** and **co-founded startup** Yourtickets with my team.



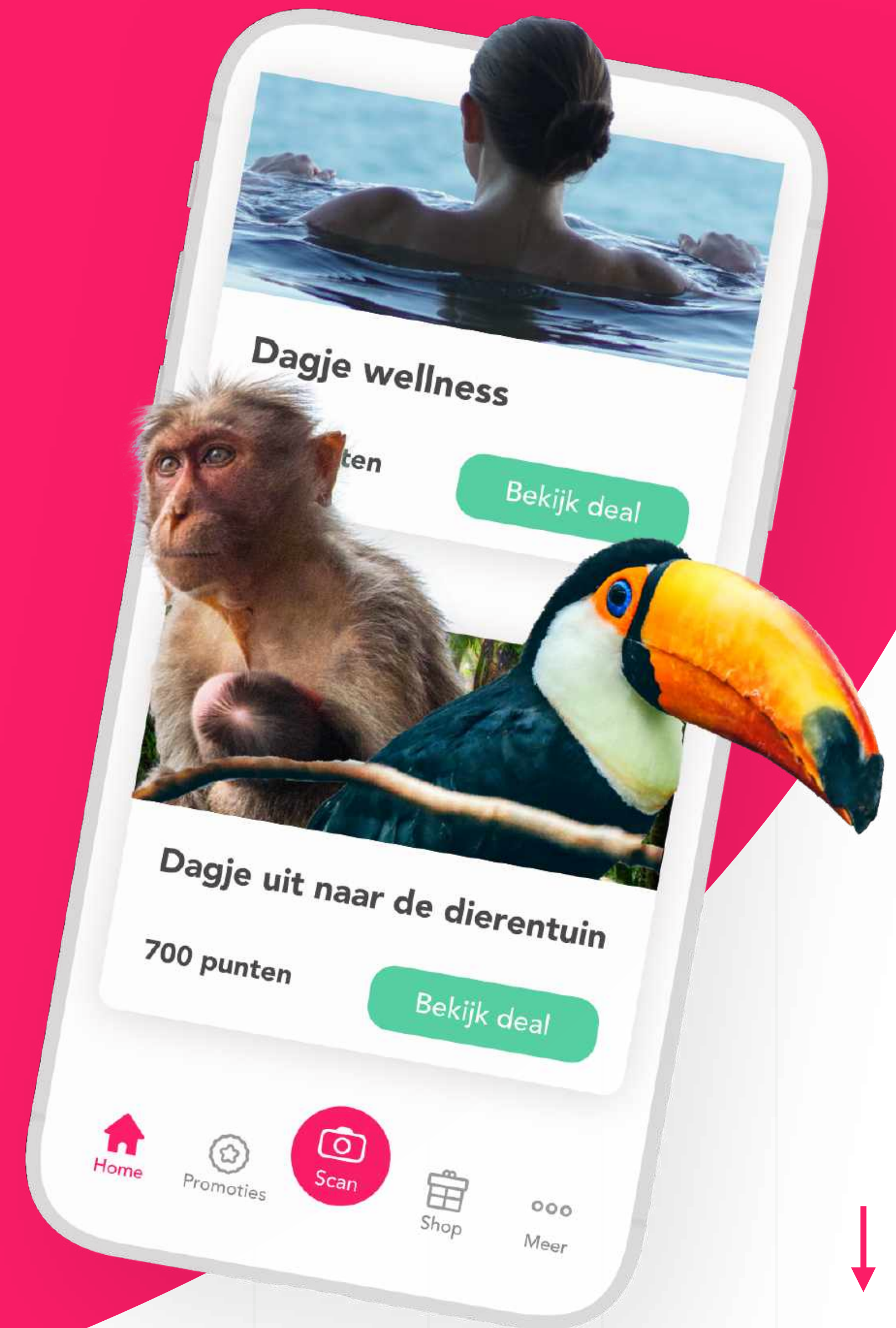


*Tessa*



# Refactoring a brand loyalty programme

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**.



```
<div id="Tessa">  
  Product design.  
</div>
```

# Goal

How can Tessa provide a better **customer experience** and help customers to “get more out of their groceries”, by **adding more value** to our existing product?

## Services

- Product research
- Product strategy
- Design sprint
- Product design
- User testing

## Deliverables

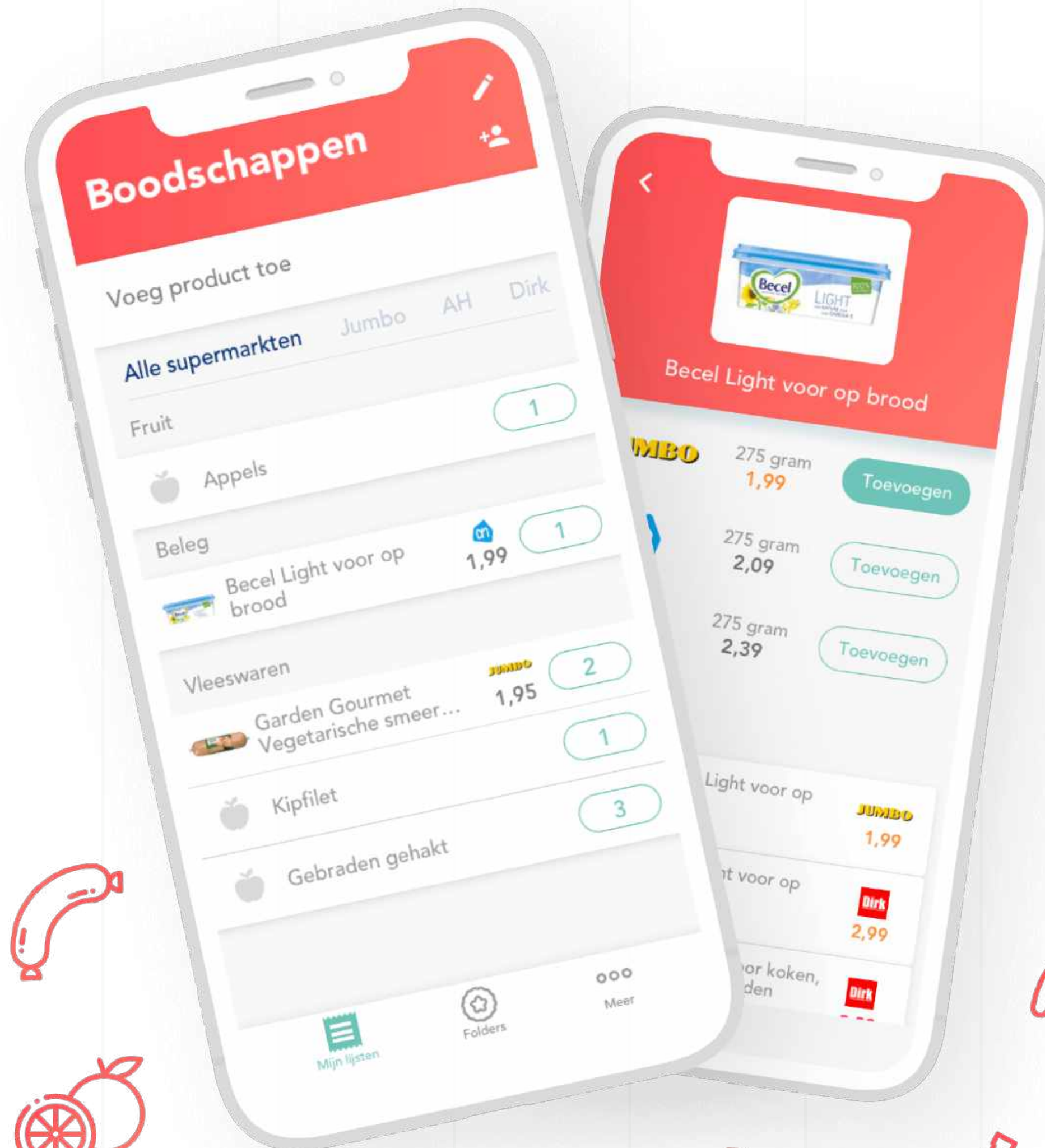
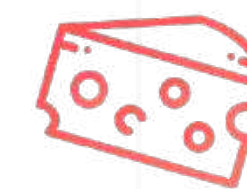
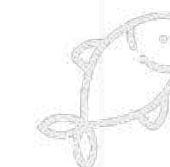
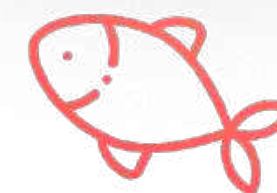
- Value propositions
- Roadmap
- Product flows
- Product prototypes & iterations





# 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, 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.







Creating new value propositions

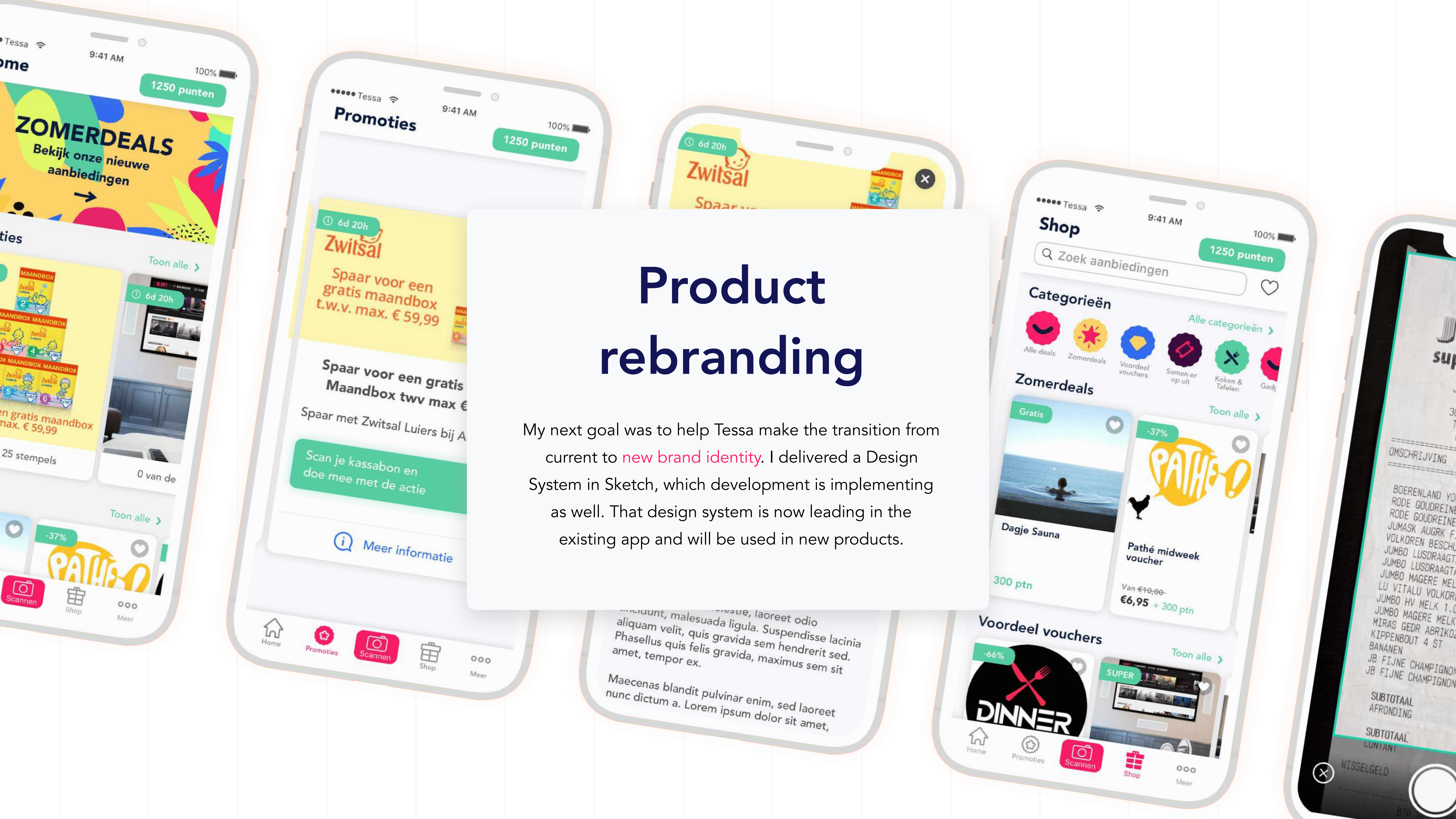


Prototyping @ Design Sprint



# 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.











# A unique traveling experience for kids

The dutch railway company NS wants to develop a better service and experience for all travellers. Kids are getting bored really fast in the train. To help the kids, as well as their parents, we created the NS kids app. As the UX and Visual designer in a team of two (together with a motion designer), I created the **User Experience & Interface** of the app.



# Goal

Improve the **usability** of the current NS Kids app,  
to be able to create more features in the future.

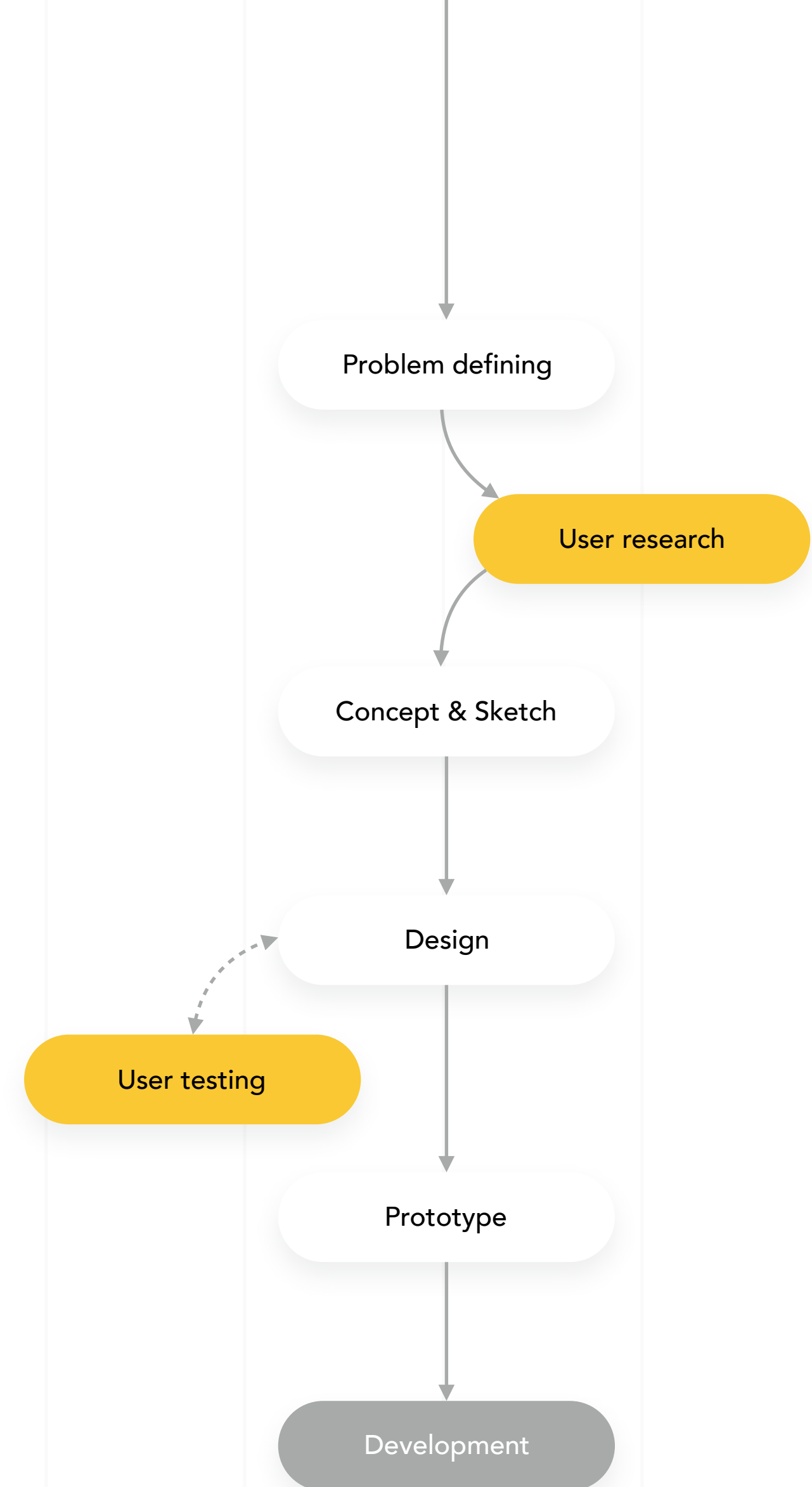
## Services

- Research
- UX design
- Visual design
- Animation design
- User testing

## Deliverables

- Idea generation
- Design patterns
- UX wireframes
- UI design
- Interaction  
& motion prototype

<div id="NS\_kids\_app">  
Redesign  
</div>





# Research & strategy

Exploring the **current situation** by doing user tests with the app. We defined pains & gains and created a new **user journey**.

Storyboarding / Changing the design

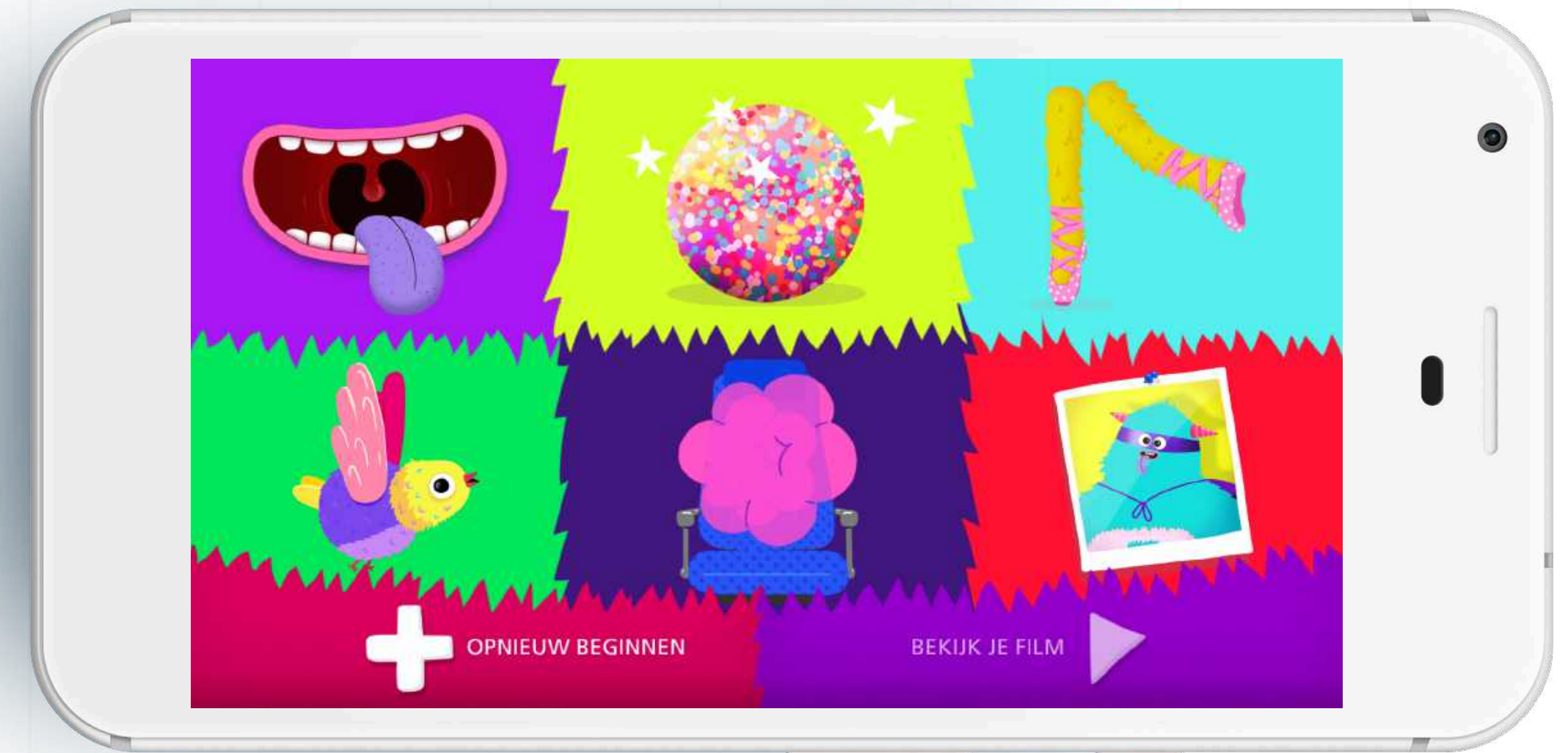


User testing

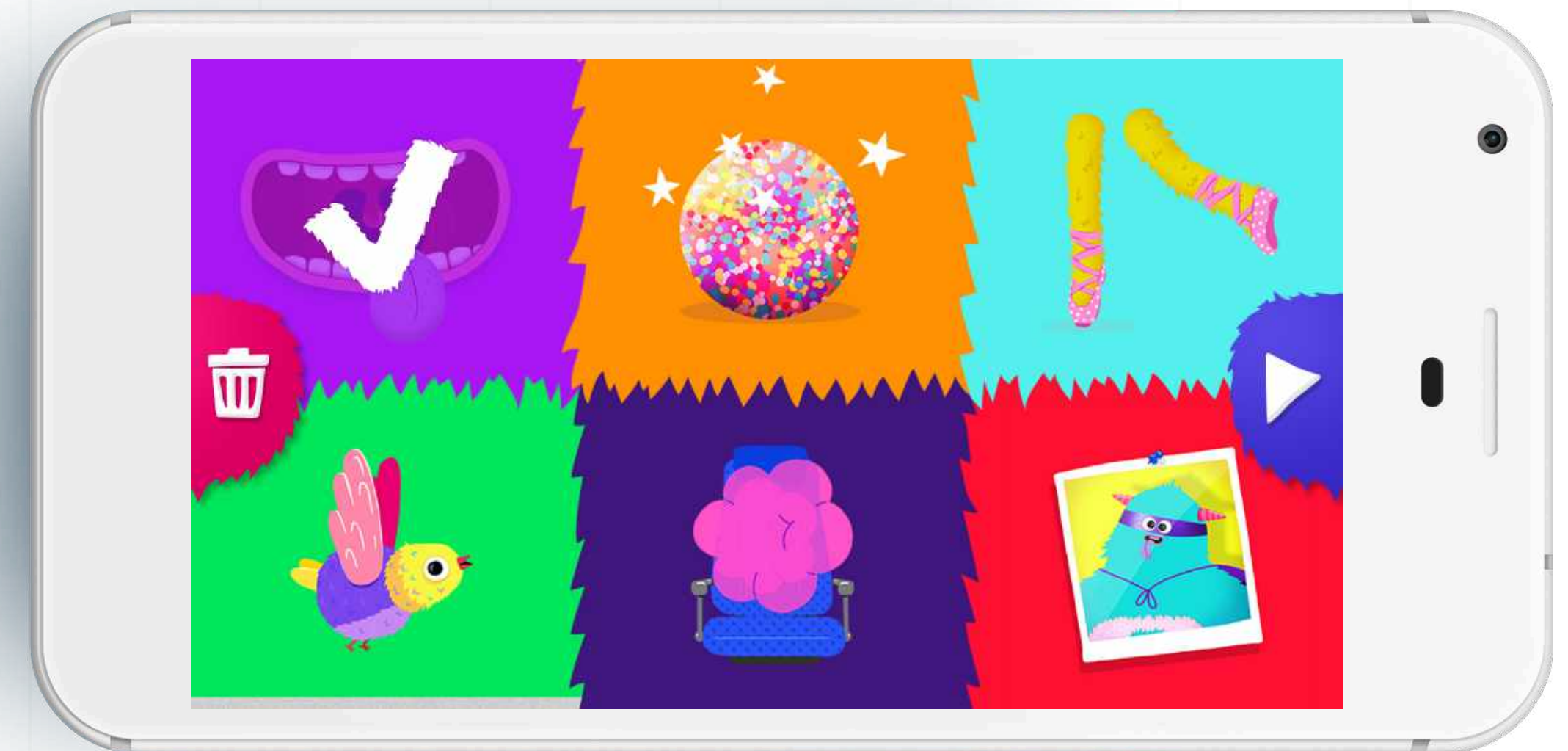


# Improving the interface

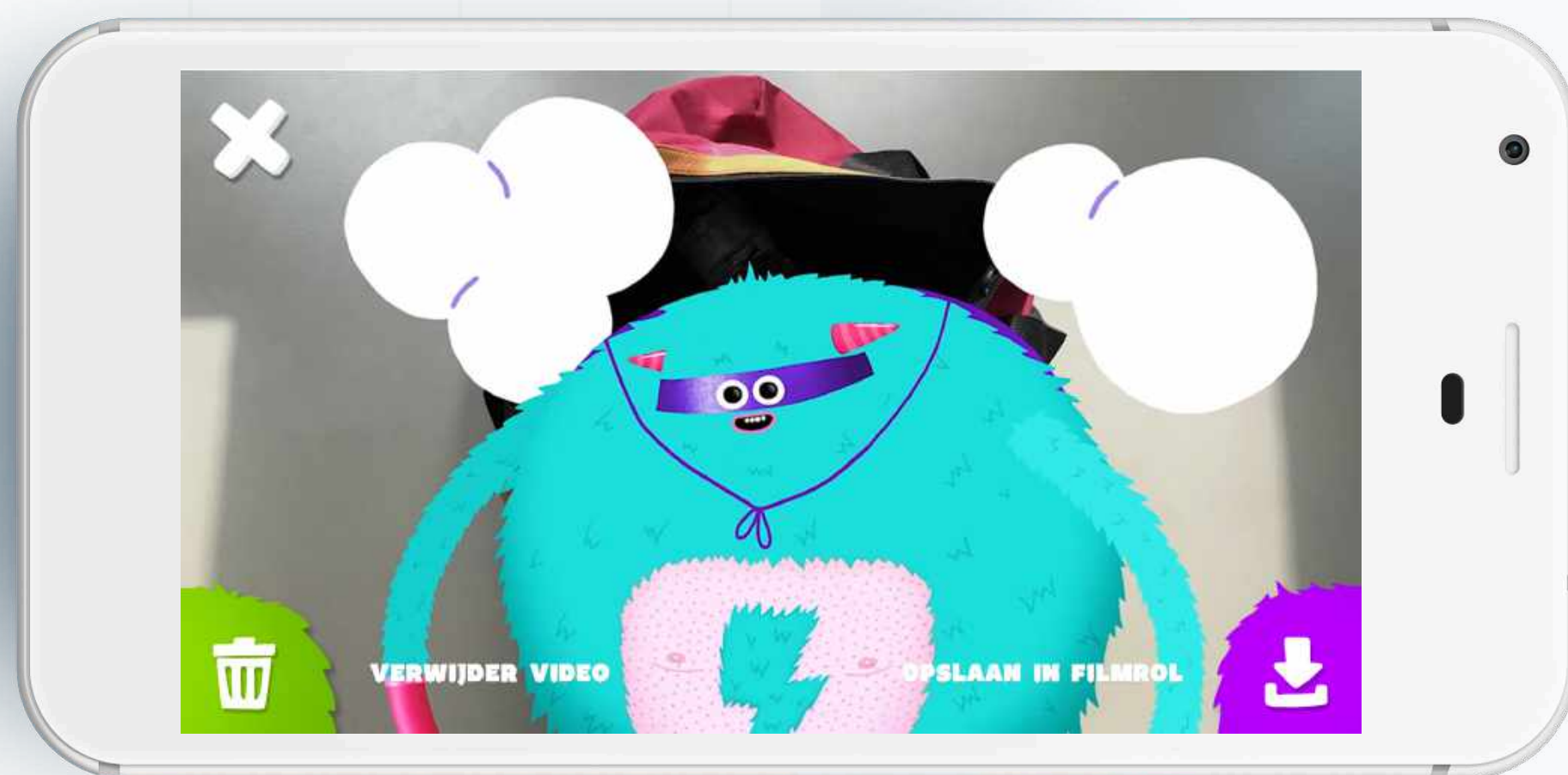
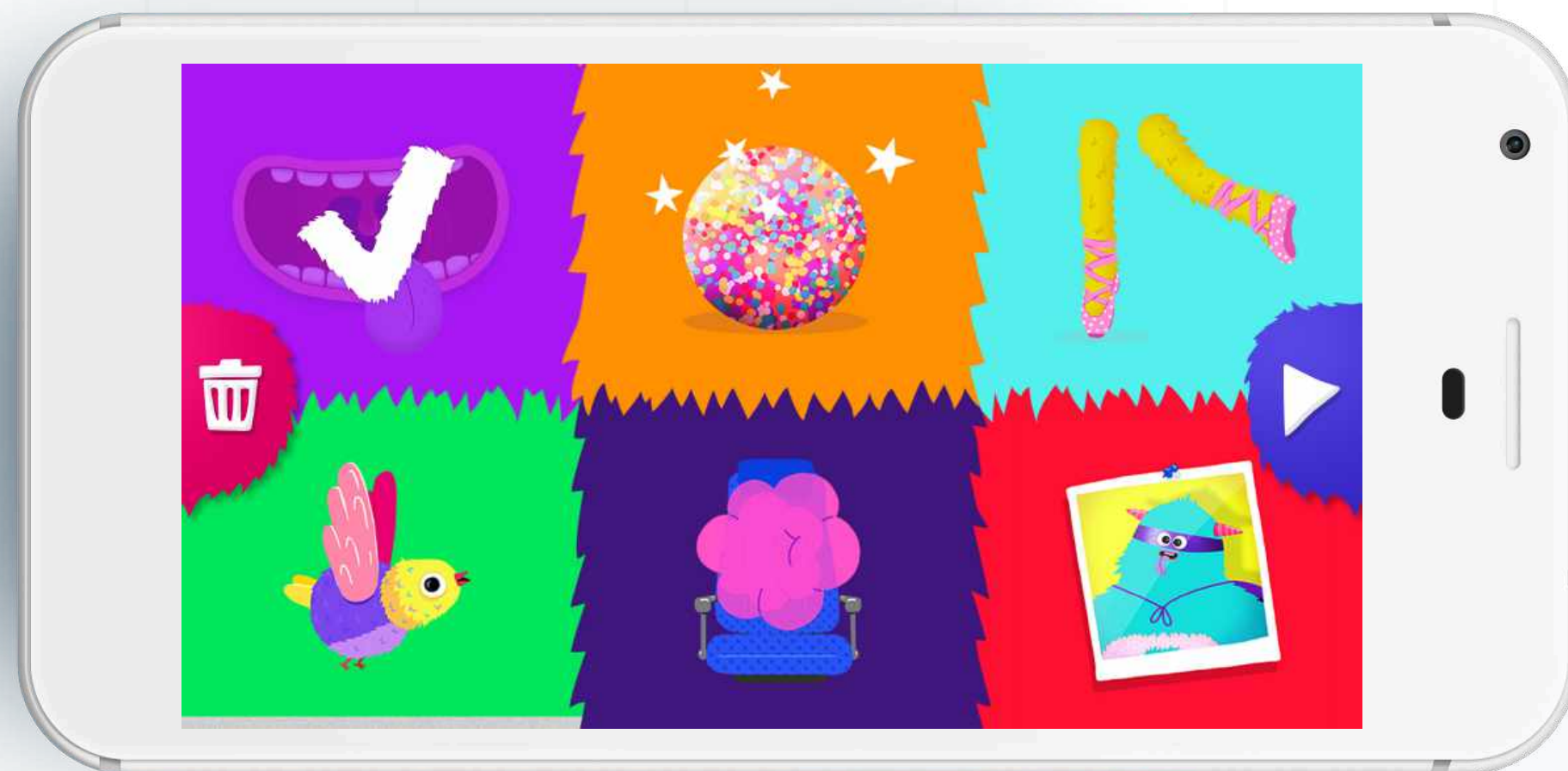
We improved the app design by using **patterns**,  
a **better navigation** and **sleek animations**.



Improvement  
in navigation









# matti.es

## Independence for the limited

Matti.es is a personal project & soon to be start-up to **improve life for the mentally disabled**. Caretakers and mentors use an **app** where they're able to organize day planning for their clients. Clients receive **activities through a smartwatch**, supported by pictograms and audio.





# Goal

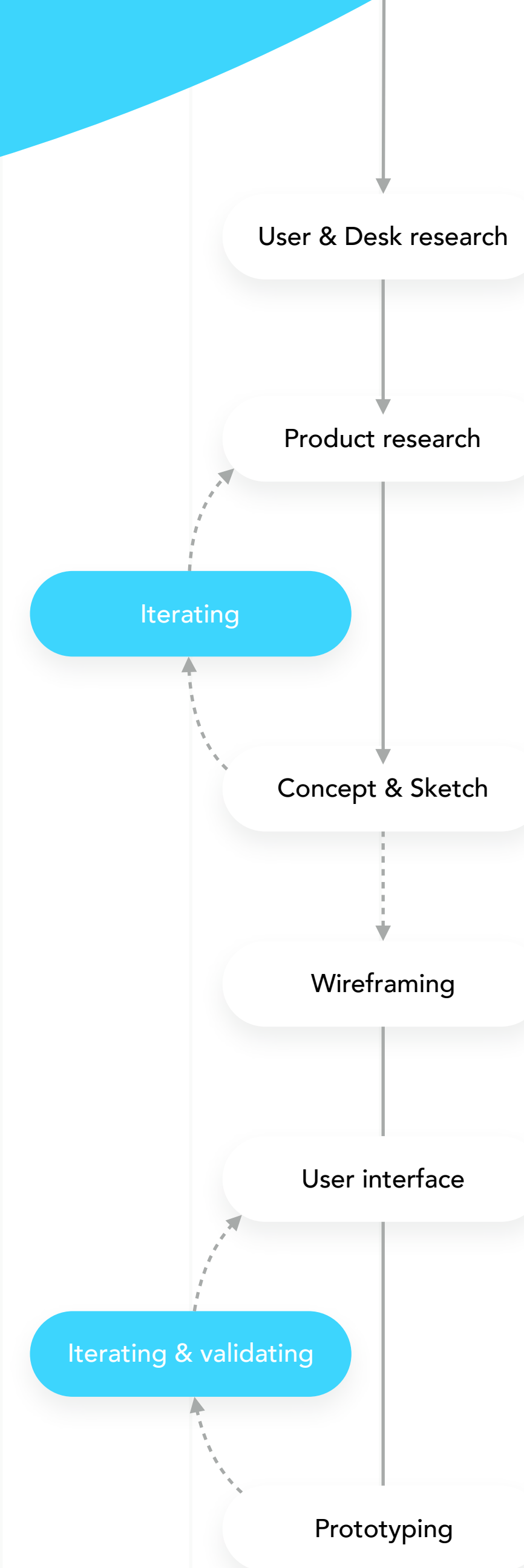
How can we build a **digital solution** where we make daily tasks clear for people with **a mental disability** and how can they act more **independent**, without taking more time of caretakers?

## Services

- Research
- UX Design
- Visual design
- Prototyping
- User testing

## Deliverables

- Research
- Concept
- Wireframes
- UI designs & Prototype
- Business model







# Research & strategy

Using different researchmethodes to define the focusgroup and their needs. Methods like **Persona**, **context mapping**, **day in the life** and **observation** all came together in one **user journey** with **requirements**.

See research video:

<http://daantuinstra.nl/portfolio/matti-es/>

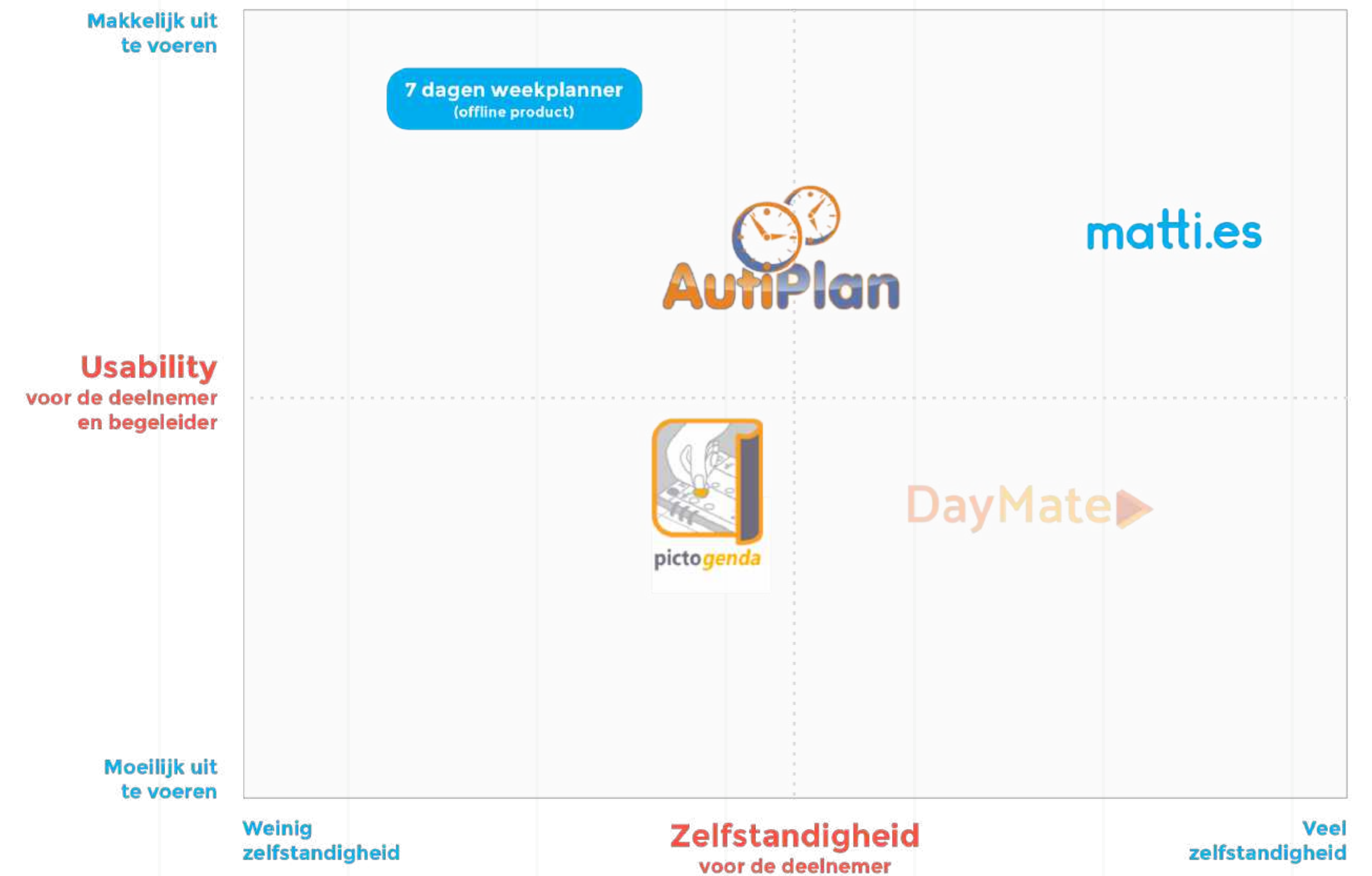


Observation



# Competitor analysis

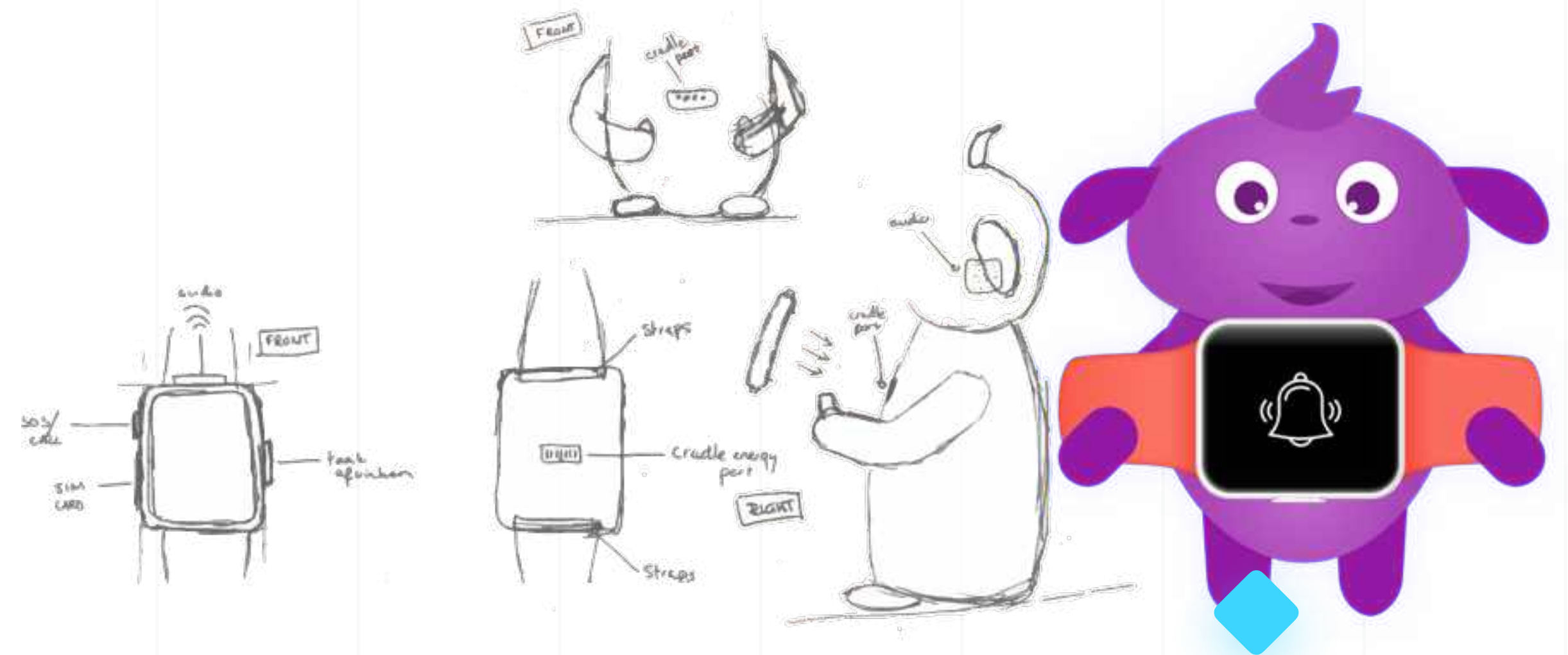
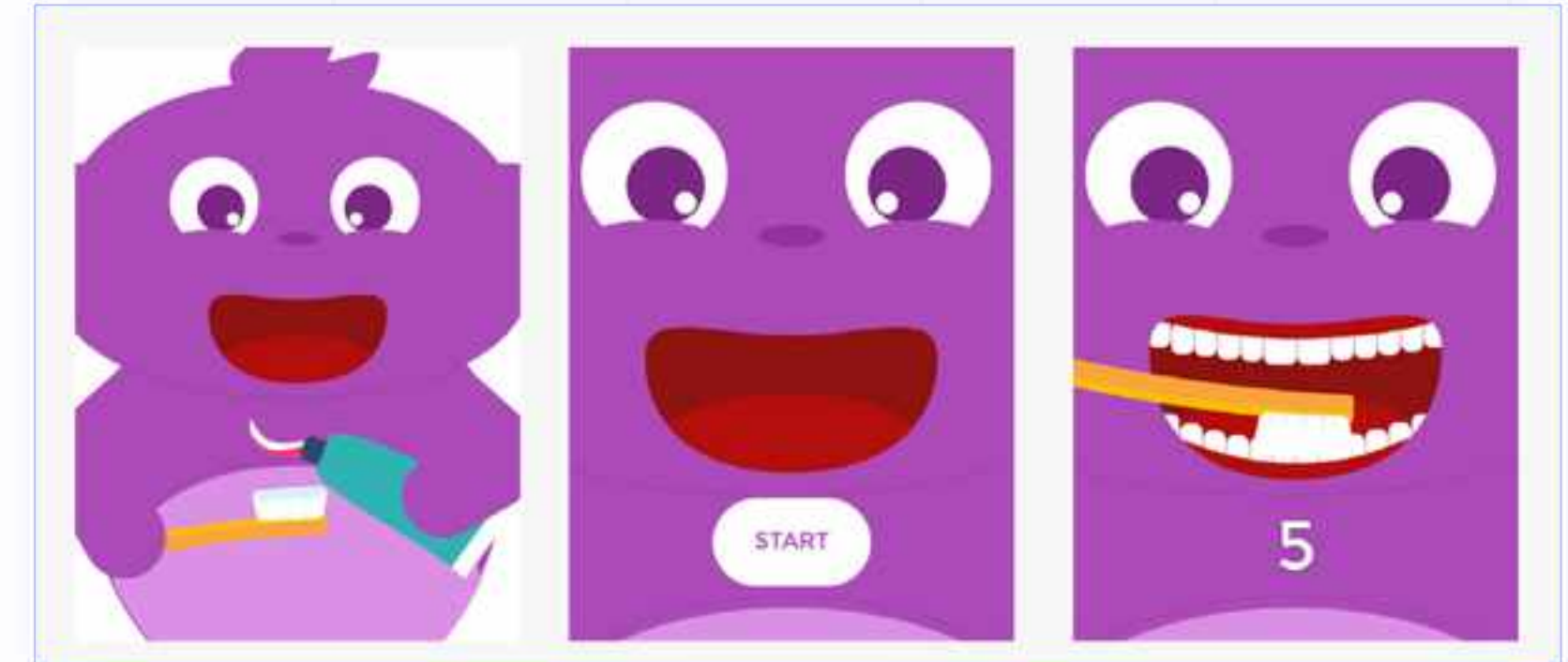
To make a great product, I did a **competitor analysis** and searched for **best practices**. By doing so, I discovered **patterns** and saw why other product worked - or didn't. I focussed on usability and independence for the users.



# Concepting

All research concluded that I needed to develop a product for mentally disabled, where they're able to see and hear their daily activities. I chose for a **smartwatch** as product, because of it's usability. On the other side, an **app** will help the mentors to plan all activities.

I created the **full concept** for a new smartwatch product, **wireframes**, **user flow** and **business model**.



Concept for "mattie"  
character - smartwatch



# Patterns & iterations

Iterations of patterns



We gaan **Nu** Voer taak in

in Voer locatie in

met Voer voorwerp of persoon in

Het is **Nu** tijd om **je tanden te poetsen**

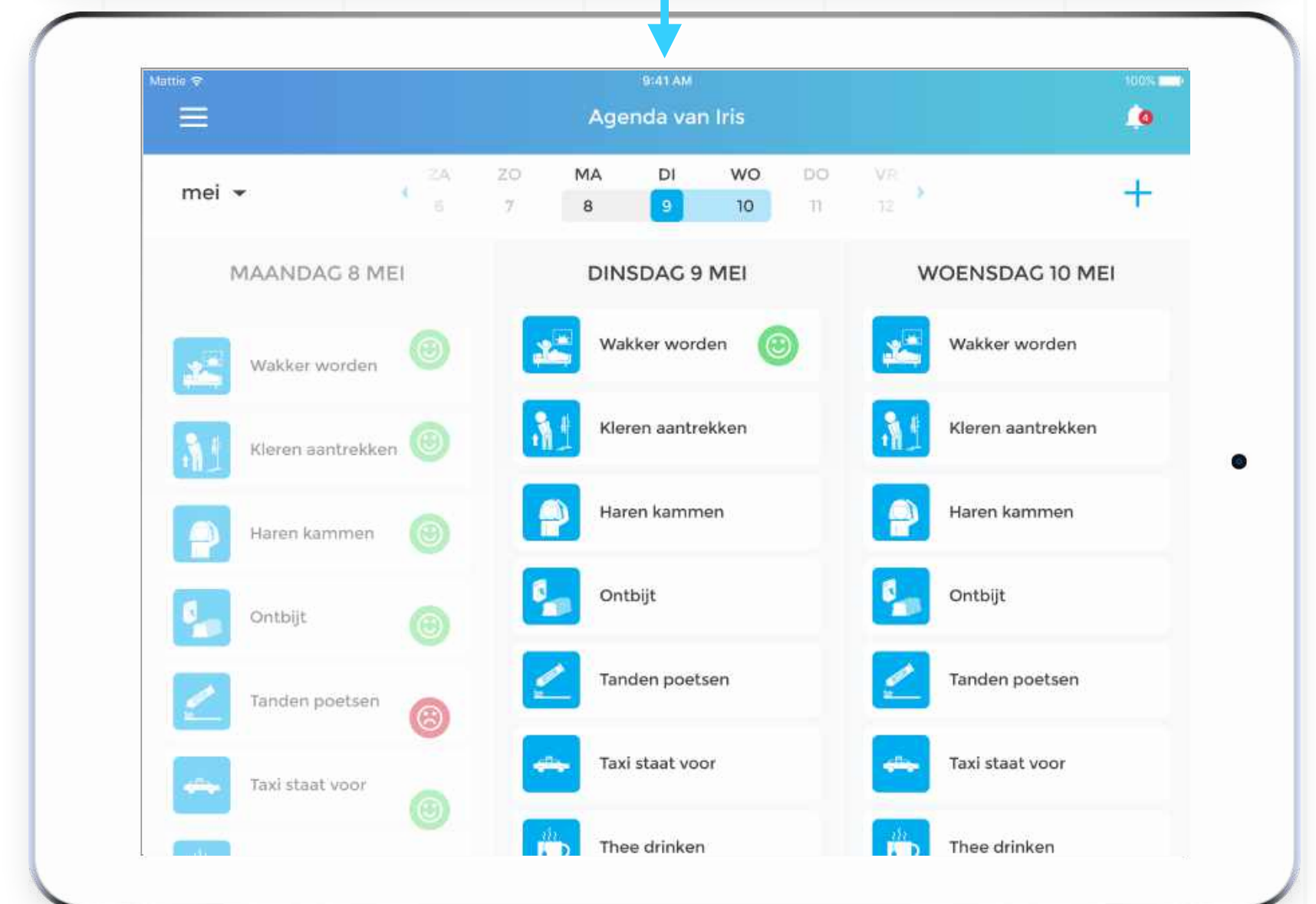
in **de badkamer** ik help je erbij

Hoe pakken we het aan?

**We pakken eerst de tandenborstel**

Stap 2

Stap toevoegen +



# Final UX/UI design

**Tanden poetsen** ✕ ✓

Datum: WO 19 april ▼ Tijd: 07:30 ▼ Herhalen na: 5 minuten ▼

Herhalen: MA **DI** WO DO VR ZA ZO

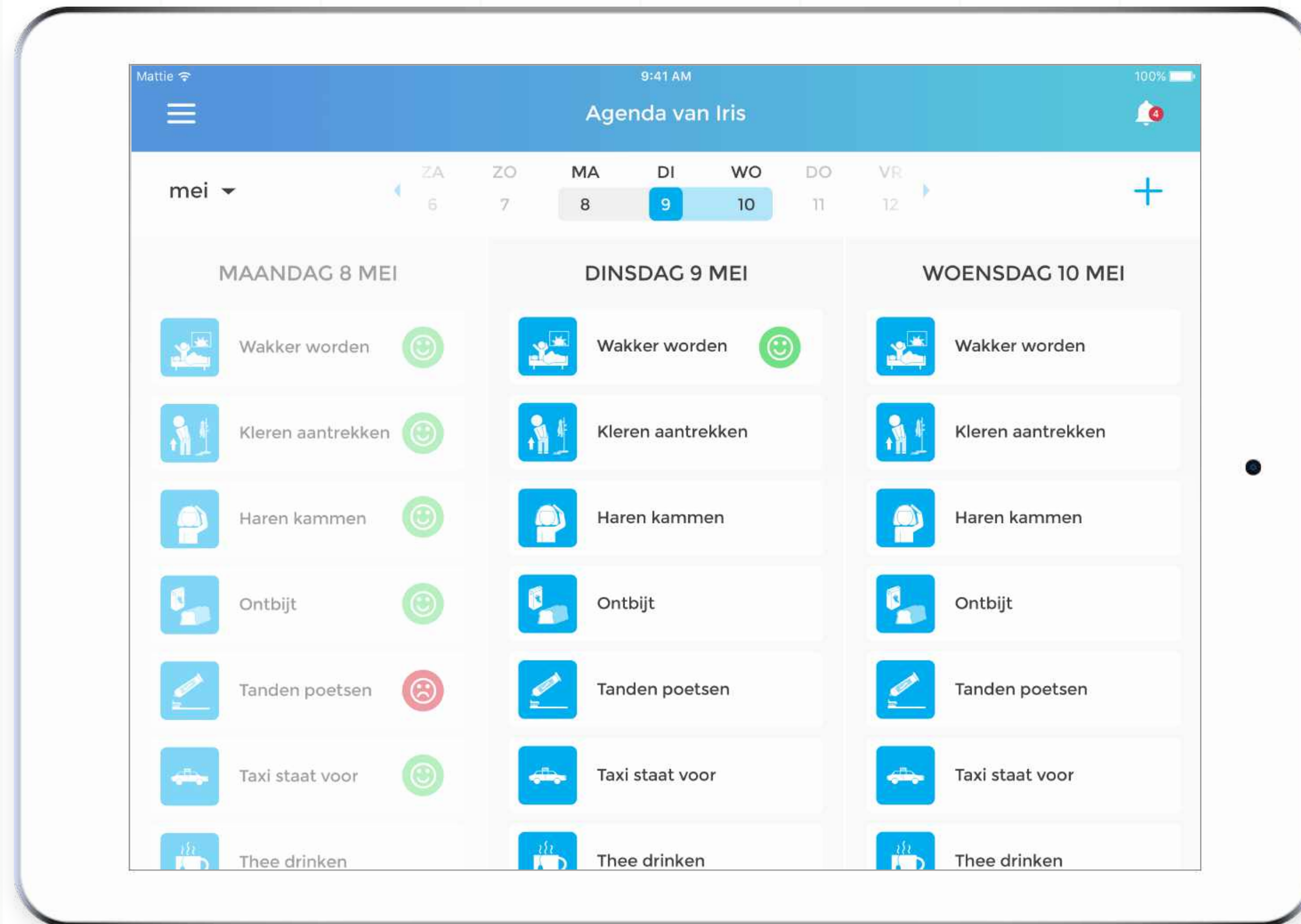
Het is **Nu** ▼ tijd om **je tanden te poetsen**

in **de badkamer** , ik help je erbij

Hoe pakken we het aan?  
**We pakken eerst de tandenborstel**

Stap 2





Smartwatch  
synchronizes with  
activities from the app





# User testing



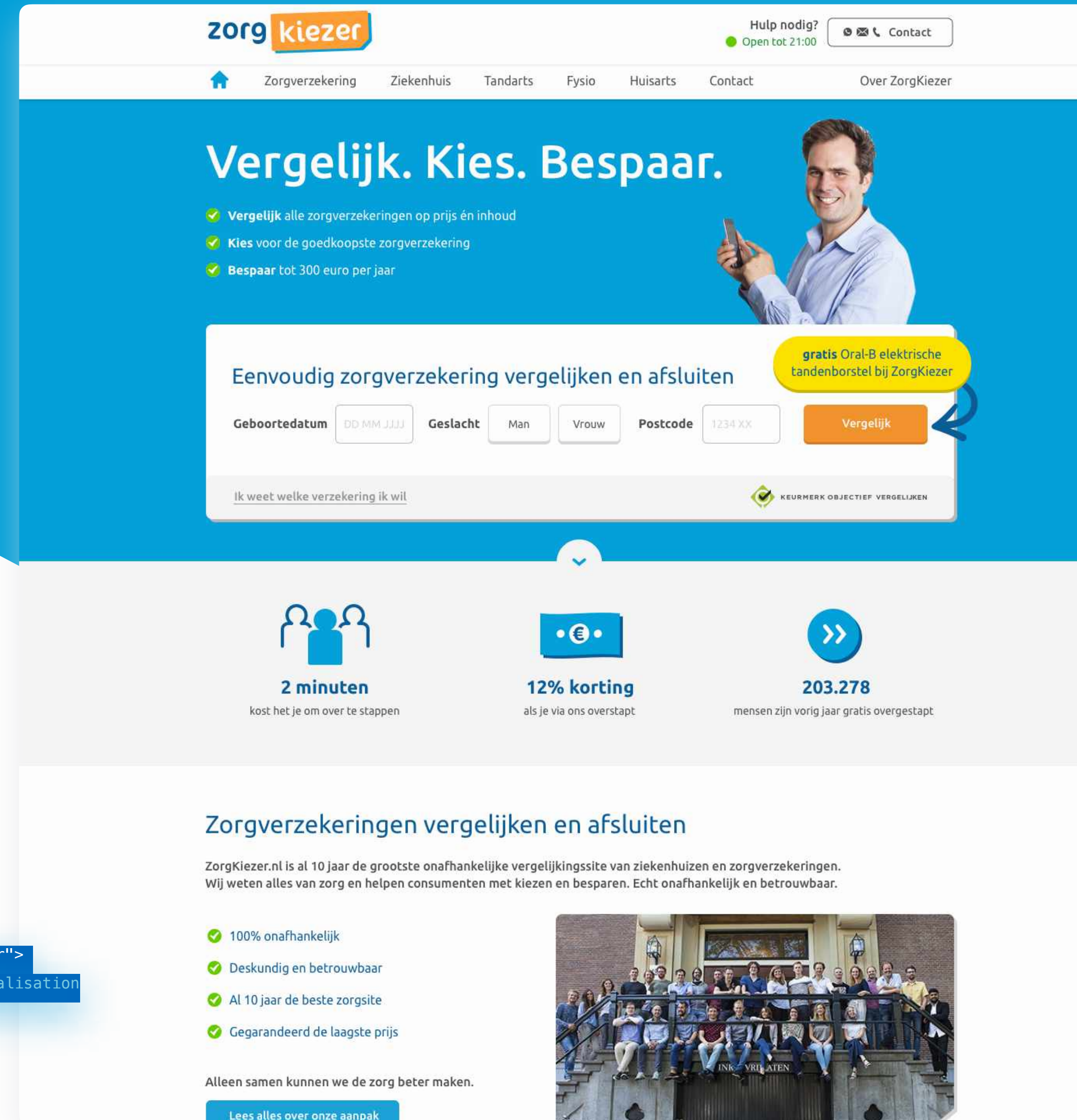




# Conversion optimisation

Zorgkiezer helps users to compare every health insurance in The Netherlands healthcare system. Their mission is to become the no.1 platform to compare insurances. In order to do so, I was asked to **optimise their sales funnel**.

```
<div id="Zorgkiezer">  
  Conversion optimisation  
</div>
```





# Goal

How can we optimise the current website and improve the **conversion** of insurance requests? Together with the development team, we delivered a new system & design.

## Services

- Visual Design
- User Experience
- A/B testing

## Deliverables

- Styleguide
- Sketch Design System
- Website design
- Hotjar learnings summary
- A/B tests

Optimalisation of the checkout system  
for an ultimate Customer Experience



**zorgkiezer**

Hulp nodig?  
Open tot 21:00

Contact

## Gratis overstappen naar ZieZo van Zilveren Kruis

✓ Al 60.000 mensen maakten gebruik van onze overstapservice

✓ Binnen 2 minuten geregeld

Beveiligde verbinding

**1. Wie wil je verzekeren?**

Mezelf | 08-10-1992 | man Wijzigen

Voorletters

Voornaam

Tussenvoegsel

Achternaam

[Gezinsleden toevoegen](#) +

Ga verder

**bewuz<sup>+</sup>**  
een zorgverzekering van VGZ

<b>Mezelf</b>	<b>107,35</b>
Bewuzt Basis	101,35
Bewuzt Fysio Goed	6,95
<b>Partner</b> <span>▼</span>	<b>107,35</b>
<b>Extra</b>	
€10.000,- Tandongevallen-dekking	
Gratis Healthcheck van SportCity	
<b>Totaal</b>	<b>107,85</b>
Korting van Zorgkiezer	- 6,50
<b>Premie per maand</b>	<b>101,35</b>

**2. Wat is je adres?** ▼

**3. Een paar laatste vragen** ▼

Bewaar mijn gegevens voor later

Stap over

Vul eerst je gegevens in

Ons team van zorg experts  
staan voor je klaar

020 2611 600

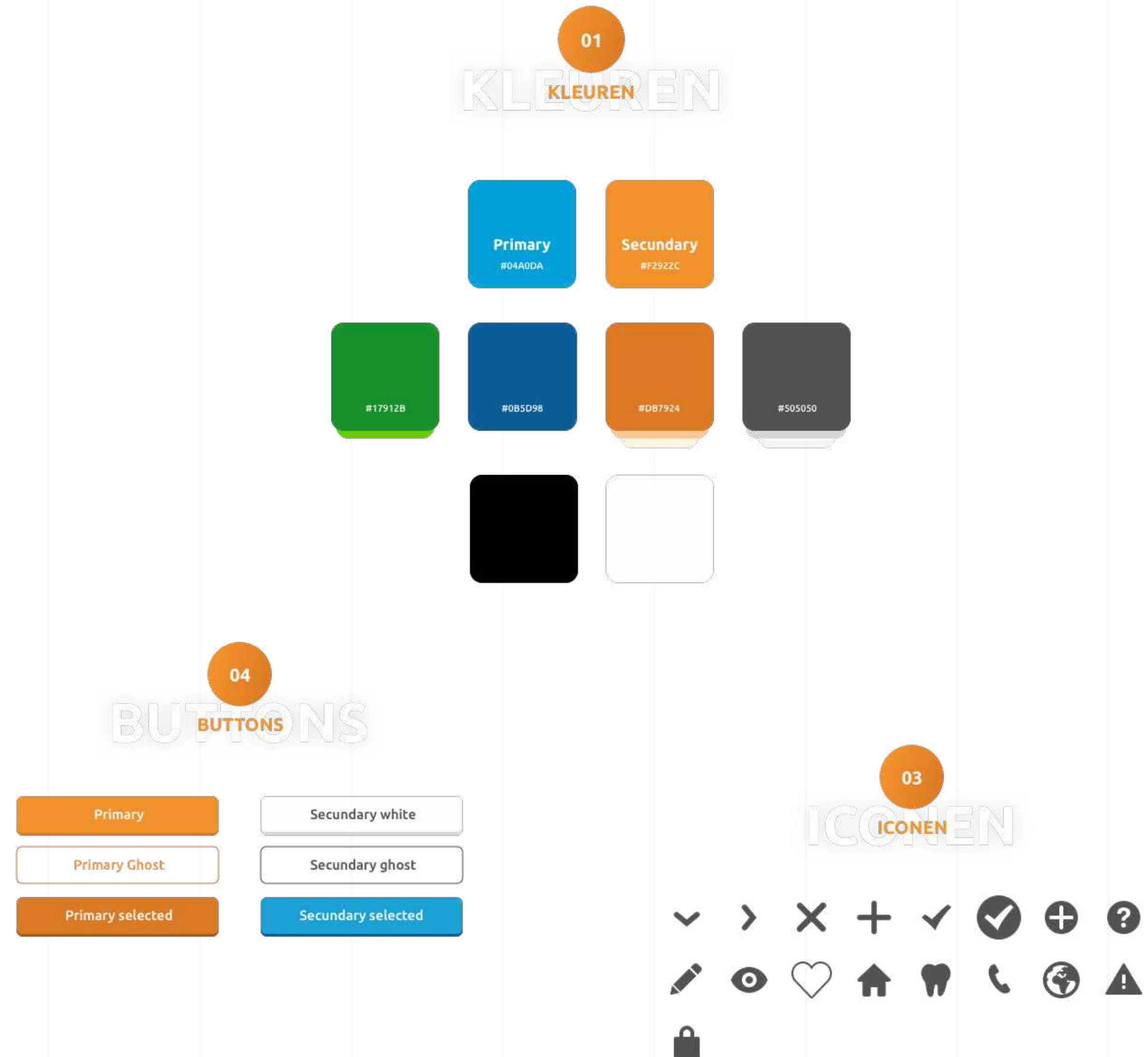
Direct een zorgexpert aan de telefoon



# Styleguide

ZorgKiezer still uses hundreds of web pages, all of them with a different style and **inconsistency**.

To deliver a beautiful product, I started by creating a style guide and implemented this as a Sketch design system. Designers are now use this to speed up the process.



# New design

We developed a new sales funnel for Zorgkiezer by using the new [styleguide](#) and implemented [visual clues](#), better [CTA's](#) and other [components](#) to improve conversion.

**zorgkiezer**

Hulp nodig? [Open tot 21:00](#) [Contact](#)

[← Terug](#) [Je wensen](#) [Vergelijk](#) [Kies](#) [Bespaar](#)

55 zorgverzekeringen die bij je keuzes passen

Vergelijk op basis van: [Beste prijs-kwaliteit](#) [Goedkoopste](#) [Bewaar deze resultaten](#)

**Zilveren Kruis ZieZo**

**Prijs-kwaliteit**

Zorgkeuze [?](#) **Volledig** **Directe acceptatie** **Prijs-kwaliteit** [?](#) 100 van 100 **1202 reviews** [?](#) **★★★★★ 7.6** **99,95** [Ik kies deze](#) **Bij ZorgKiezer.nl: al 32.038 keer gekozen**

**NUZ+**

Zorgkeuze [?](#) **Beperkt** **Directe acceptatie** **Prijs-kwaliteit** [?](#) **★★★★★ 7.6** **101,95** [Ik kies deze \*\*Bij ZorgKiezer.nl: al 28.438 keer gekozen\*\*](#)

**bewuz+**

Zorgkeuze [?](#) **Ruim** **Geen directe acceptatie** **Prijs-kwaliteit** [?](#) 80 van 100 **Klantcijfer** [?](#) **★★★★★ 7.6** **99,95** [Ik kies deze](#) **Alleen af te sluiten bij de verzekeraar**

**Klantcijfer** [?](#) **★★★★★ 7.6**

**Handongevallen-dekking**

**Overige opties** [?](#)

☒ Beperkt 3 ☐ Ruim 0 ☐ Volledig 1

☐ Directe acceptatie 3 ☐ Geen wachttijd 3

**Betalen per** [?](#)

☒ Maand 3



## Kies je eigen risico

Als je niet verwacht dat je volgend jaar naar het ziekenhuis moet voor ziekte of onderzoek kun je kiezen voor een hoger eigen risico, let wel op dat je nog wat geld achter de hand hebt voor als je onverwacht toch nog hogere rekeningen moet betalen.

€385,- 0,- korting <input checked="" type="radio"/>	€485,- tot 6,- korting p/m <input type="radio"/>	€585,- tot 10,- korting p/m <input type="radio"/>	€685,- tot 13,75 korting p/m <input type="radio"/>	€785,- tot 18,25 korting p/m <input type="radio"/>	€885,- tot 25,- korting p/m <input type="radio"/>
--	---	--	---	---	--

## Jouw aanvullende wensen

Kies hier je aanvullende wensen, die niet in je basisverzekering zijn inbegrepen.



Fysiotherapie

✓ 9 behandelingen

[Wijzig](#)



Ga je naar de tandarts?

Nee

Ik ga nooit naar de tandarts  
☒

Ja

Ik ga elk (half) jaar voor controle maar heb eigenlijk nooit iets.  
☐

Ja

Ik ga regelmatig naar de tandarts om gaatje te vullen, tandsteen verwijderen, foto's maken  
☐

Ja

Ja, ik heb inlays, kronen of bruggen nodig.  
☐

Wij adviseren jou:

Geen aanvullende verzekering ☐

Ben je ook komend jaar niet van plan naar de tandarts te gaan? Neem dan geen tandartsverzekering. Die kost minimaal 7 euro per maand, in jouw geval zonde van het geld.

Verder



Draag je een bril of lenzen?

Nee

Allebei niet  
☐

Ja

Ik draag een bril of lenzen  
☐

Wil je nog andere dekkingen toevoegen?



Brillen en contactlenzen



Buitenland



Anticonceptie



Alternatieve geneeswijzen



Orthodontie vanaf 18 jaar



Zwangerschap en bevalling

[Toon meer dekkingen](#)

Heb je recht op korting?

Tot 12% korting ZorgKiezer <sup>?</sup>



ZZP / MKB / KvK inschrijving



HBO / WO student (inschrijving DUO/IBG)

€385,-

0,-  
korting  
☒

€485,-

tot 6,-  
korting p/m  
☐

New way of helping users choose the right insurance by asking several questions. Results will fit better.

zorgkiezer

Je wensen > Vergelijk > Kies > Bespaar

Hulp nodig?  
Open tot 21:00

Contact

zorgkiezer

Je wensen > 2 Vergelijk > 3 Kies > 4 Bespaar

Hulp nodig?  
Open tot 21:00

Contact

zorgkiezer

Terug | Je wensen > 2 Vergelijk > 3 Kies > 4 Bespaar

Hulp nodig?  
Open tot 21:00

Contact

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

Vergelijk

Kies

Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

Vergelijk

Kies

Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Je wensen

Vergelijk

Kies

Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

1 Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Terug

Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

1 Je wensen

2 Vergelijk

3 Kies

4 Bespaar

zorgkiezer

Hulp nodig?  
Open tot 21:00

Contact

Je wensen

2 Vergelijk

3 Kies

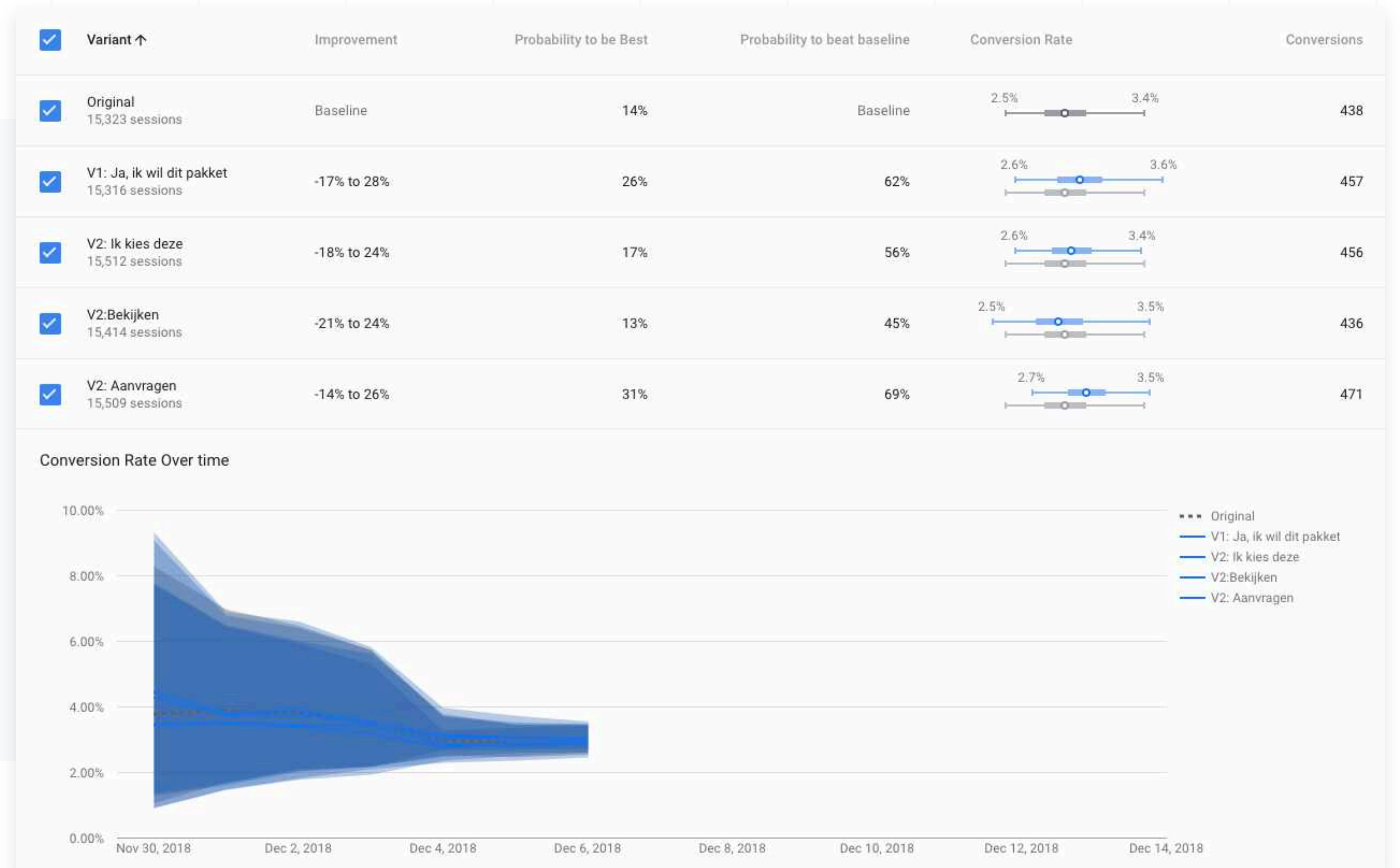
4 Bespaar

Testing components  
to improve conversion




# Testing

Together with another designer and the CCO of Zorgkiezer, we used [Hotjar](#) to gather information about the user experience. After gathering all information, we tried improving content and positioning of CTA's. By using [Optimize](#) as A/B testing tool, we saw an **increase in conversion**: 3,2% of total conversion.






# Dynamic landing pages



raad en daad



## Uw basisverzekering al voor € xx,xx p/m

- ✓ De zorgverzekeraar van meer dan 3,3 miljoen Nederlanders
- ✓ Vul uw basisverzekering aan met de Basis Plus Module
- ✓ Altijd en overal in controle via Mijn Zilveren Kruis

[Bereken nu uw premie >](#)[Bekijk voordelen >](#)

### Kies uw basisverzekering

Volledige keuzevrijheid of een lage premie? Kies één van onze 3 basisverzekeringen.  
Maak uw zorgpakket compleet met de Basis Plus Module of een aanvullende verzekering.

Basis Budget	Meest gekozen Basis Zeker	Basis Exclusief
U krijgt bij een aantal geselecteerde ziekenhuizen 100% vergoed	U krijgt bij alle geselecteerde ziekenhuizen 100% vergoed	U krijgt bij alle geselecteerde ziekenhuizen 100% vergoed
Zorgaanbieder zonder contract: Maximaal 75% vergoed	Zorgaanbieder zonder contract: Maximaal 75% vergoed	Zorgaanbieder zonder contract: 100% vergoed
€105,95 p/mnd <small>Zonder extra eigen risico</small>	€119,45 p/mnd <small>Zonder extra eigen risico</small>	€123,75 p/mnd <small>Zonder extra eigen risico</small>
<a href="#">Butten &gt;</a>	<a href="#">Butten &gt;</a>	<a href="#">Butten &gt;</a>





```
<div id="Zilveren Kruis">  
  Design System & User Experience  
</div>
```

# Goal

How can we improve and optimize the **customisation** of landingpages so that maintenance is easier, pages are more **consistent** and pages are **quickly updatable**?

## Services

- Research
- Visual Design
- User Experience
- Testing

## Deliverables

- Sketch Design System
- Landingpage visual design
- A/B test
- HEART framework



# Sketch Design System

I implemented a Sketch design system for all Zilveren Kruis employees, to improve the **flow & consistency** when designing new products. Designers will use this to speed up the process.



Aa



Primary (Blue)  
RGB 000 - 104 - 189  
HEX #0068BD



Secondary (Pink)  
RGB 000 - 104 - 189  
HEX #C93A83



BlueDarkest  
RGB 000 - 040 - 087  
HEX #002857



BlueLightest  
RGB 116 - 201 - 226  
HEX #74C9E2



Turquoise 100%  
RGB 036 - 182 - 166  
HEX #24B6A6



Orange 100%  
RGB 246 - 127 - 025  
HEX #F37903

Button >

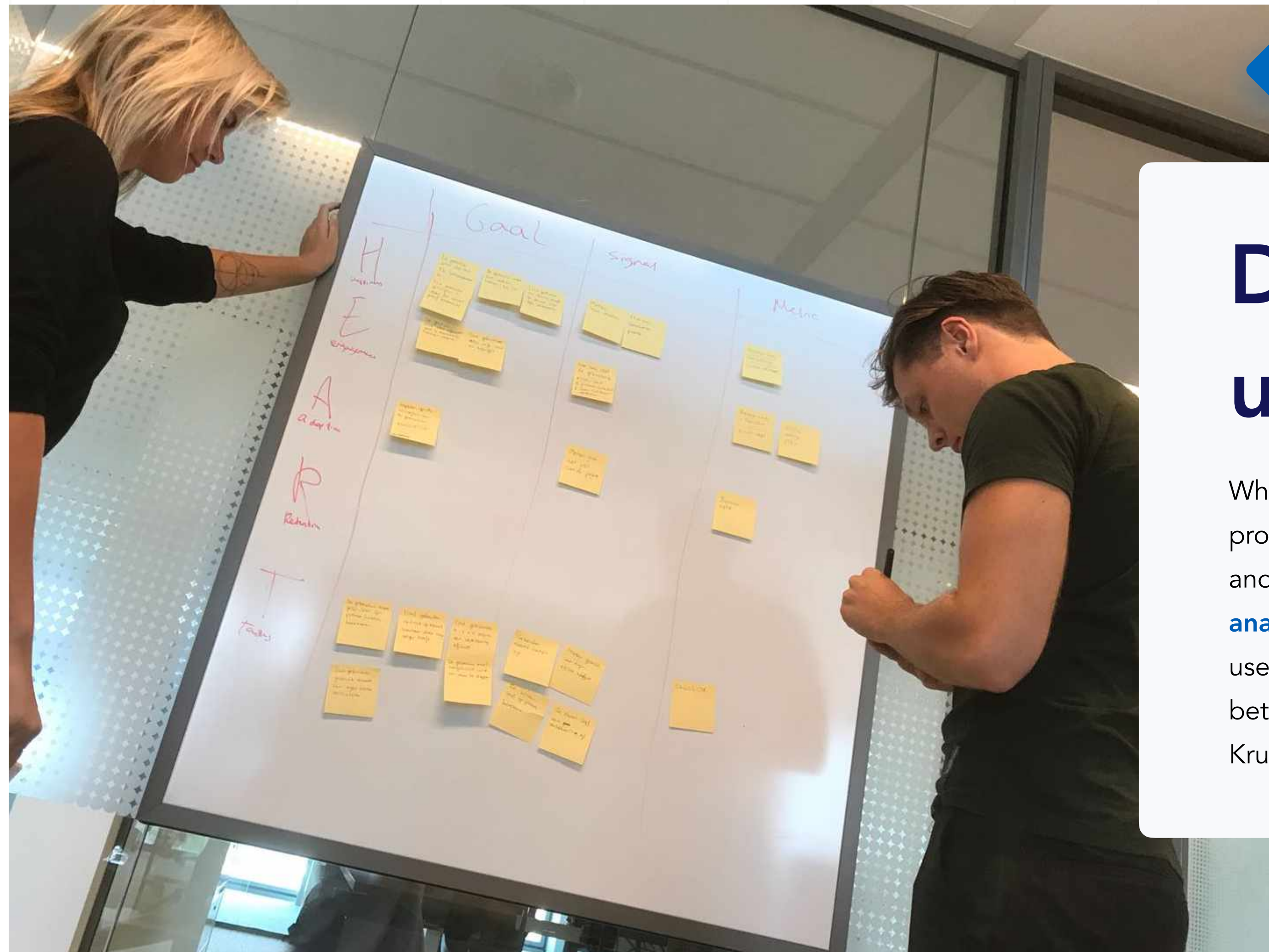


## (H5) Onderwerptitel

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt  
ut labore et dolore magna.

Actieve tekstlink >





HEART framework to measure UX success

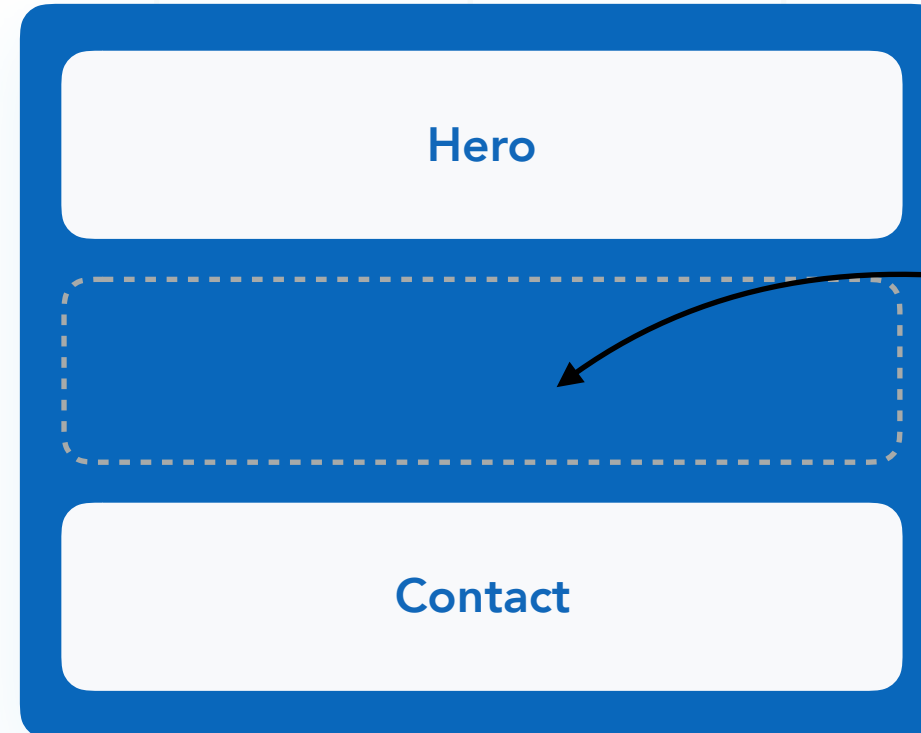
# Defining user goals

What are the needs of our users & prospects? We defined our **user stories** and measurements by **competitor analysis** and **HEART framework**. We used our results & goals to develop a better structure in products of Zilveren Kruis.

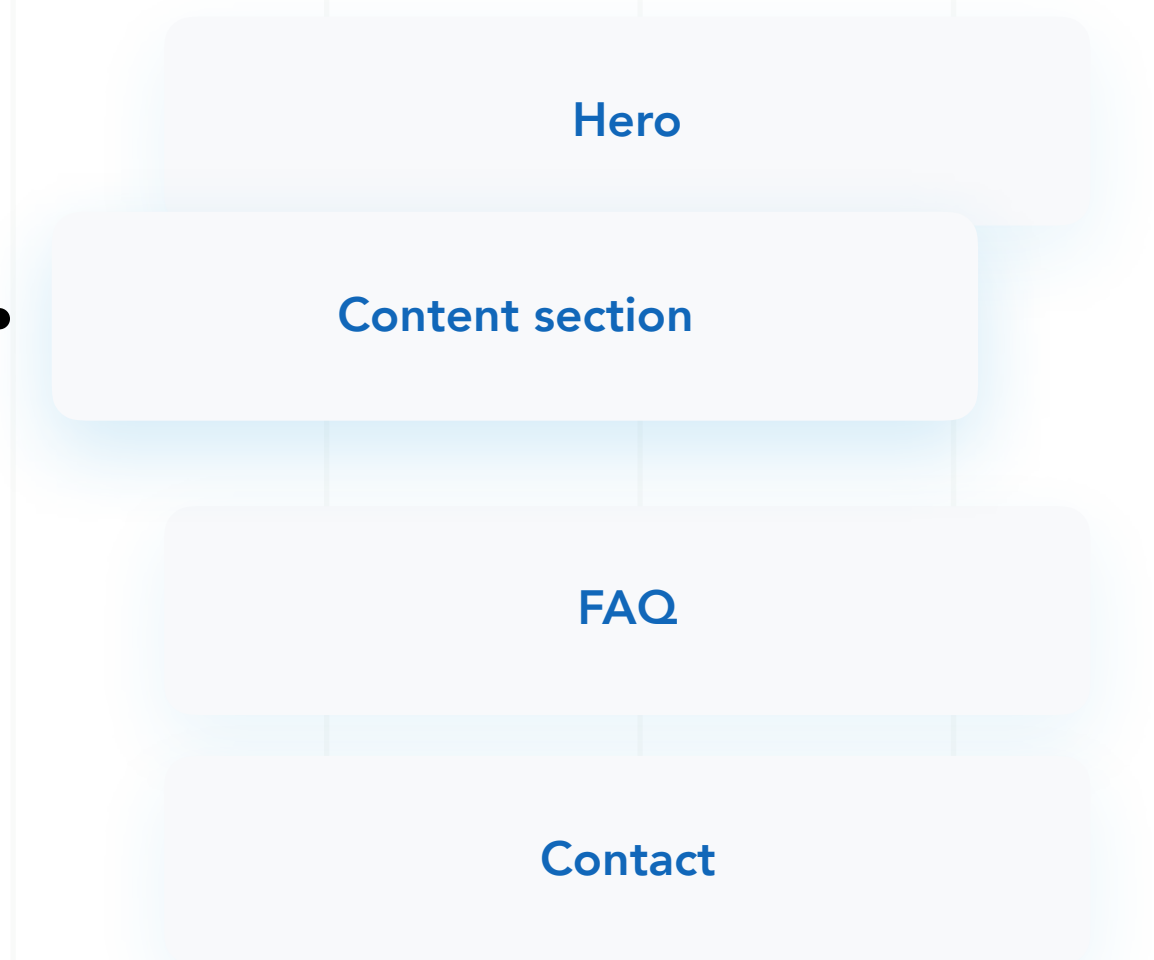
# Dynamic system

My team and I developed a **CMS** for Zilveren Kruis, where they're able to create **dynamic landingspages**. We designed multiple templates/sections, that Zilveren Kruis can turn on and off. This will help them to focus on specific needs and goals.

## Landingspage



## Sections





# Final design landingspages

Dynamic sections,  
implemented in landingpage







## Uw basisverzekering al voor € xx,xx p/m

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- ✓ Altijd en overal in controle via Mijn Zilveren Kruis

[Bereken nu uw premie >](#)[Bekijk voordelen >](#)

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U krijgt bij een aantal geselecteerde ziekenhuizen 100% vergoed	U krijgt bij alle geselecteerde ziekenhuizen 100% vergoed	U krijgt bij alle geselecteerde ziekenhuizen 100% vergoed
Zorgaanbieder zonder contract: Maximaal 75% vergoed	Zorgaanbieder zonder contract: Maximaal 75% vergoed	Zorgaanbieder zonder contract: 100% vergoed

## Onze klanten zijn blij met ons



"Ik kan niet anders zeggen dan dat ik heel tevreden ben. Snelle afhandeling declaraties, duidelijke info op de site, makkelijk te contacten!"

  
Klantcijfer 7.4 (1030 beoordelingen)  
[Lees meer reviews >](#)

## Veelgestelde vragen


Goed om te weten: antwoorden op vragen van zzp-ers

- [> Hoe makkelijk is het om te declareren?](#)
- [v Kan ik advies krijgen van het Zilveren Kruis?](#)

U kan advies krijgen van een zorgcoach. Als u ziek wordt wilt u snel weer de oude zijn. Onze zorgcoaches helpen u hier graag bij. Zo weet u snel waar u voor de beste zorg terecht kunt.
- [> Zeggen jullie mijn oude zorgverzekering op wanneer ik overstap?](#)

## Heeft u nog vragen?


Neem dan contact met ons op via telefoon op chat. Wij staan voor u klaar.




### Bel ons

Vandaag open van 08.00 tot 21.00

[071 751 00 52](#)


 Gemiddelde wachttijd 25 seconden



### Chat

Vandaag open van 08.00 tot 22.00

[Start chat](#)

 Gemiddelde wachttijd 2 minuten

HACKMASTERS





# Hackmasters

Hackmasters masters the future by **crafting products and services** that do not exist yet, for difficult problems worldwide. They design 20 years ahead and designs for the present & future.

As a **Futurist (UX design)**, I facilitated **design sprints** during the hack-week for companies like the Dubai Customs and develop new products and services. Our secondary goal was to train the participants, by exposing them to our methodology to get them to “act their way into a different type of thinking”.



```
<div id="hackmasters">  
  Futuristic products & services  
</div>
```





# Goal

Create futuristic products and services for the Dubai government (Community Development Authority & Dubai Customs), in order to get a seamless, invisible and fully automated organisation.

## Services

- Hackmaster (facilitator)
- Futurist (UX Designer)
- Design sprints
- Teardowns & Buildups

## Deliverables

- Idea generation
- Ice-cream models
- Roadmaps
- Investment plan & Business case



Defining the problem



Concepting



Design & Prototype





# Design sprint

We worked in teams with specific skillsets for five days straight, to develop a new way to automate the Dubai customs. Starting with the **design challenge**, from there we used several models like **idea mash-up**, **roadmaps**, **pre-mortem**, **itches**, **business case development** and **investment plans**.

First day design sprint

# CV

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[Saxum](#)

UX / Product designer | 2018 - current

[Daan Tuinstra Digital Design](#)

Freelance Designer | 2016 - current

[Hackmasters](#)

Futurist (UX Designer) | 2017 - 2019

[Wayne Parker Kent](#)

Art Director / VD | 2017 - 2018

[Yourtickets](#)

Co-founder - Chief S&D | 2016 - 2017

[N=5](#)

Visual & UX Design | 2016 - 2017

[izi.TRAVEL](#)

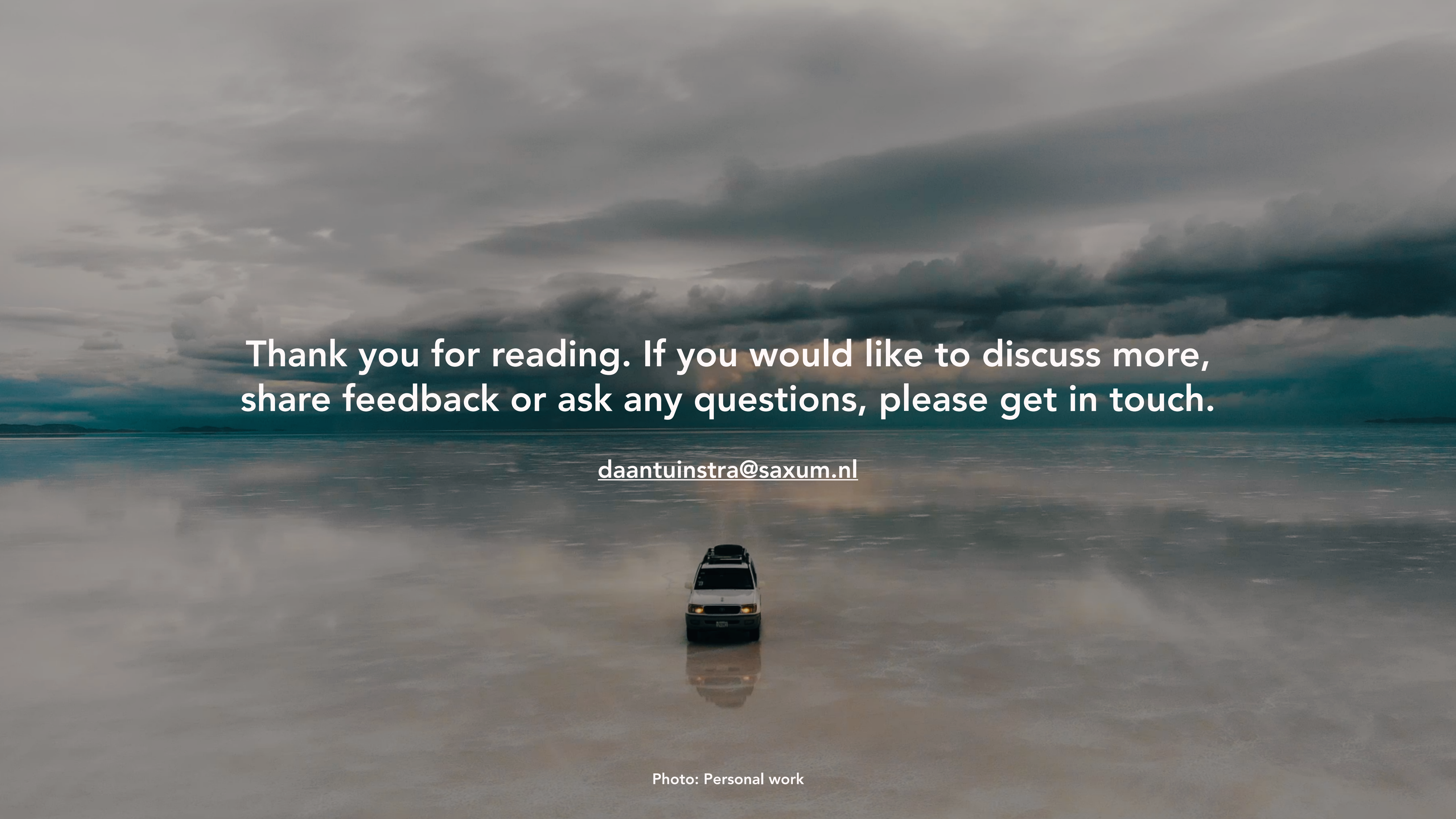
UX/UI app design | 2015 - 2016

[The Capitals \(now Disney Interactive Studios\)](#)

Intern UX/UI app design | 2015

```
<div id="curriculum">
  Clients & companies
</div>
```



A white SUV is driving away from the viewer on a wet, reflective surface, likely a beach or a salt flat, under a dramatic, cloudy sky. The car's headlights are on, and its reflection is visible in the wet pavement. The sky is filled with large, dark, and textured clouds, with a hint of light breaking through near the horizon. The overall mood is atmospheric and moody.

Thank you for reading. If you would like to discuss more,  
share feedback or ask any questions, please get in touch.

[daantuinstra@saxum.nl](mailto:daantuinstra@saxum.nl)

Photo: Personal work