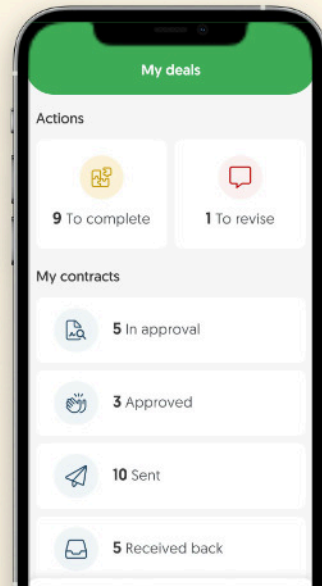# Hei hyggelig å møte deg!

Man skal ikke skue hunden (og meg) på hårene

I believe that a bit of anonymity can help in a more equal
application process, so I've kept my name and photo out of my
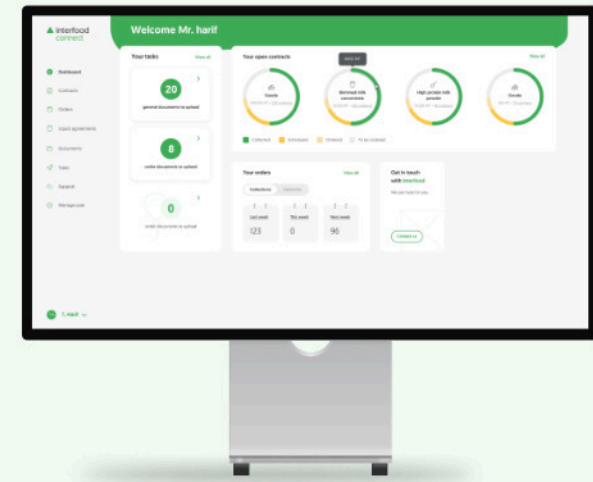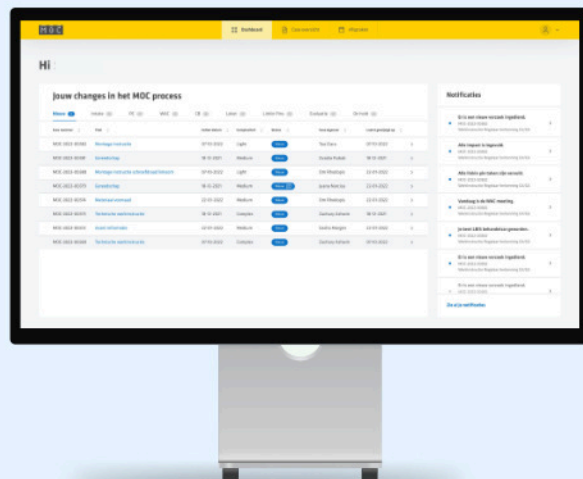portfolio to let my work speak for itself.

Enjoy **my projects**

01 Interfood CMA

02 Interfood Connect

03 Management of change

04 REcolor

01

Interfood CMA

An easy way to create and share contracts for traders who wish to skip the admin and seal the next deal.

My role

Business Analyst and UX designer

Applied skills & methods

Service blueprint

Define user needs

Write User stories for development
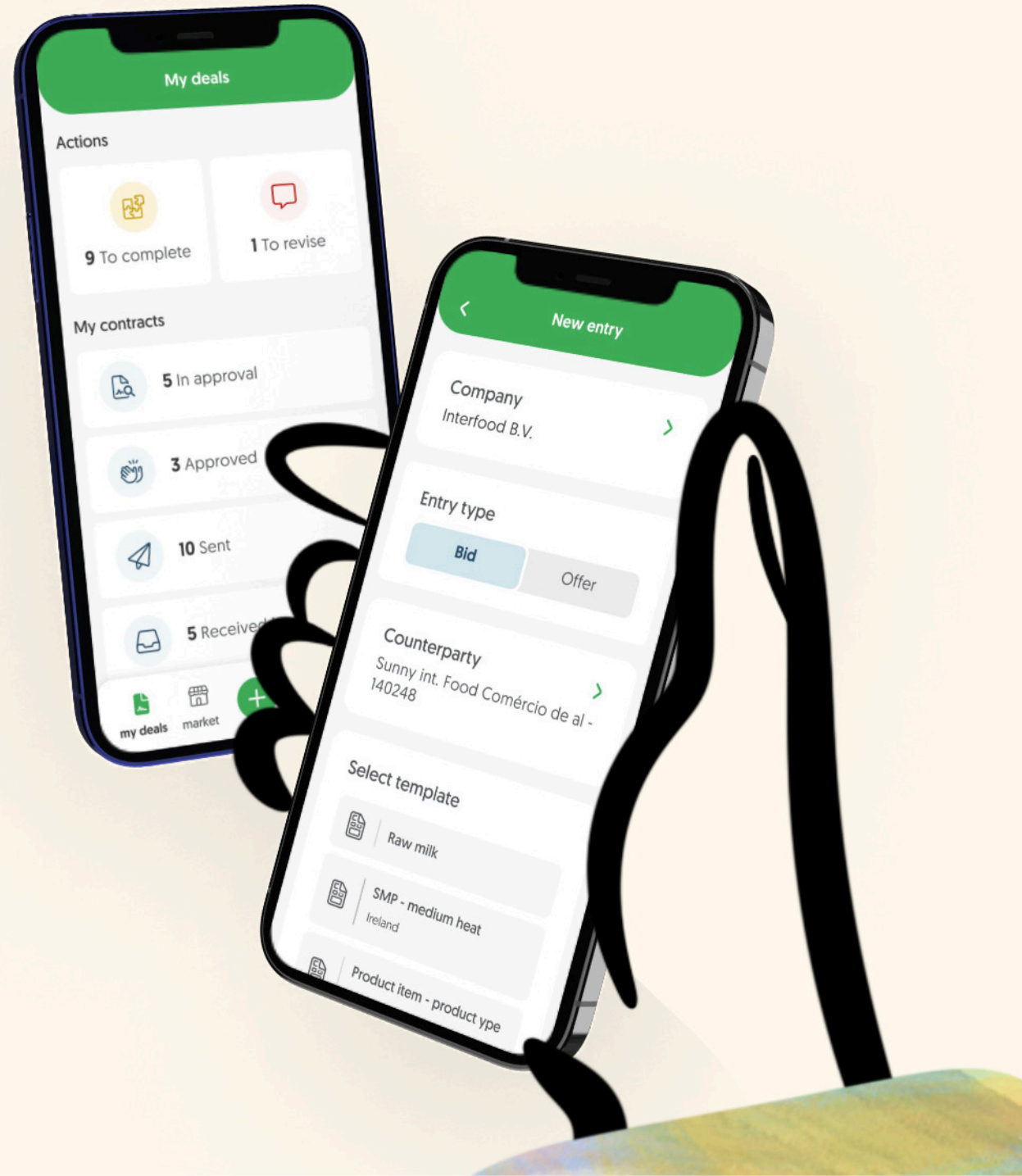
Lead sprint planning and refinements

Lead user trainings

Follow up on bugs reported by users

Test developed stories

UX design

Guide new junior UX designer

My deals

Actions

9 To complete

1 To revise

My contracts

5 In approval

3 Approved

10 Sent

5 Received

my deals   market

New entry

Company
Interfood B.V.

Entry type

Bid   Offer

Counterparty
Sunny int. Food Comércio de al - 140248

Select template

Raw milk

SMP - medium heat
Ireland

Product item - product ype

Challenge

Traditionally, the food industry relies on phone and email for business. Interfood is innovating their value in the dairy chain by digitizing operations. We helped them cut 60% of emails with one platform giving them 24/7 access to order management.

Process

Define

When an idea or need for a new feature or improvement arose, I collaborated closely with the designer, Estèlle, to gather user insights, clarify design needs, and understand complex contextual details. Together, we spoke with users to understand their goals, workflows, preferences, and business rules.

Design

Once we had this foundational understanding, I drafted a preliminary user story, while Estèlle, or myself, when needed, began design work. Throughout iterations, we validated the designs and requirements with traders and the Product Owner, incorporating their feedback to refine each aspect.

Refine

With the design and business rules in place, I finalized the user story for development estimation. In collaboration with the Product Owner, I suggested priorities based on user feedback, while she balanced these with its development effort.

Develop

During development, I worked alongside developers, addressing questions on unexpected scenarios, and ensuring their work met all requirements. Before going live, I executed user acceptance tests to catch any overlooked assumptions or edge cases, and we proceeded with the release if everything was in order.

Implement

I communicated updates to traders, provided training as needed, and, for smaller updates, stayed available to gather feedback and resolve any bugs together with the developers.
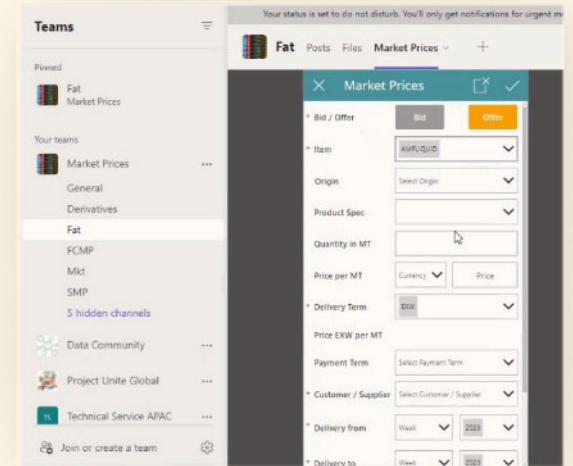
Small preview Context exploration of their previous platforms

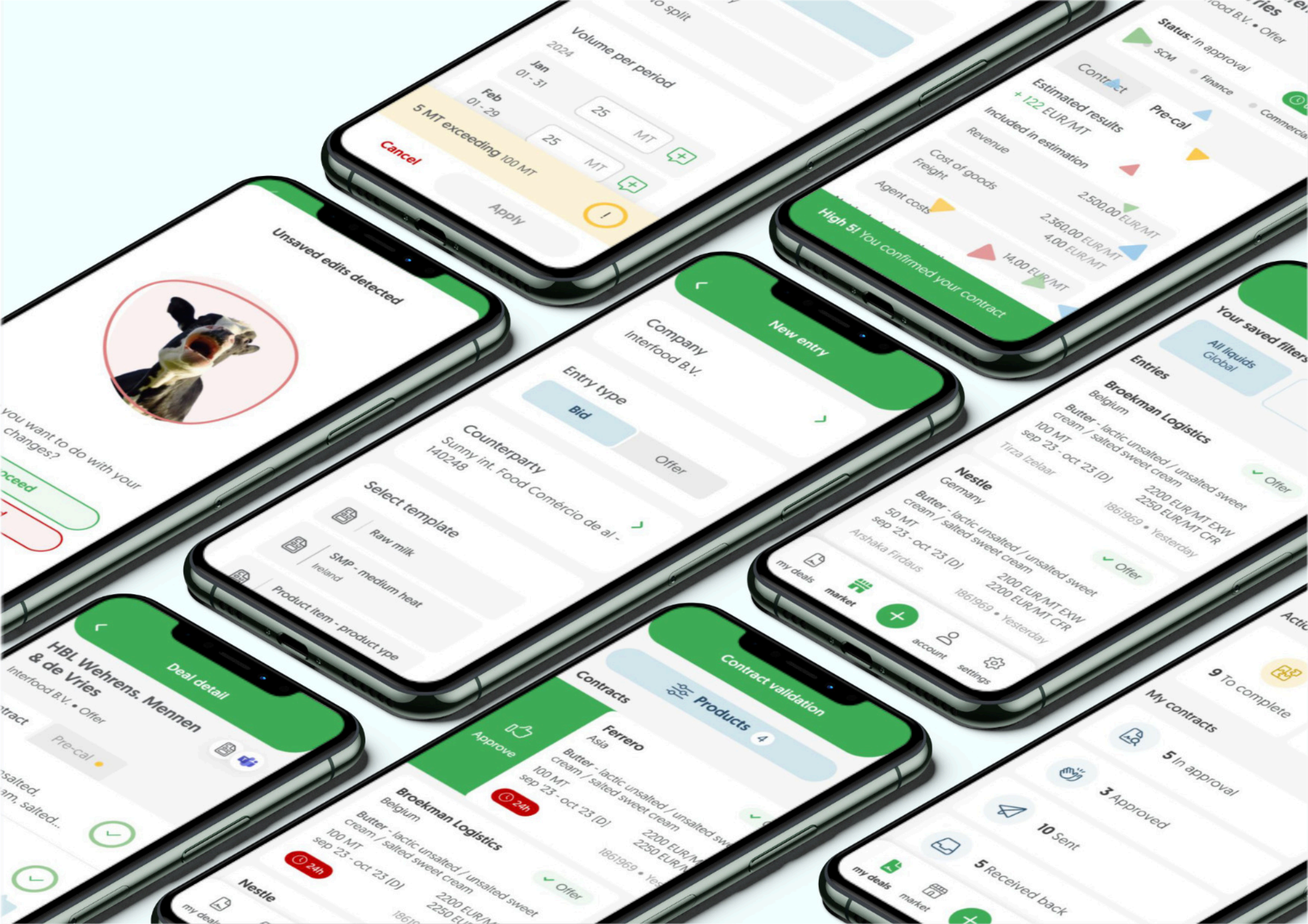User acceptance testscript for bigger new feature

Training for new users

Outcome CMA

Bam! CMA was born. In just 15 clicks on their mobile, a contract is created and shared with colleagues. Traders simply fill in the required fields, and we handle the rest in the background—well, it's more logic than magic, but you get the idea. Here's a sneak peek below.
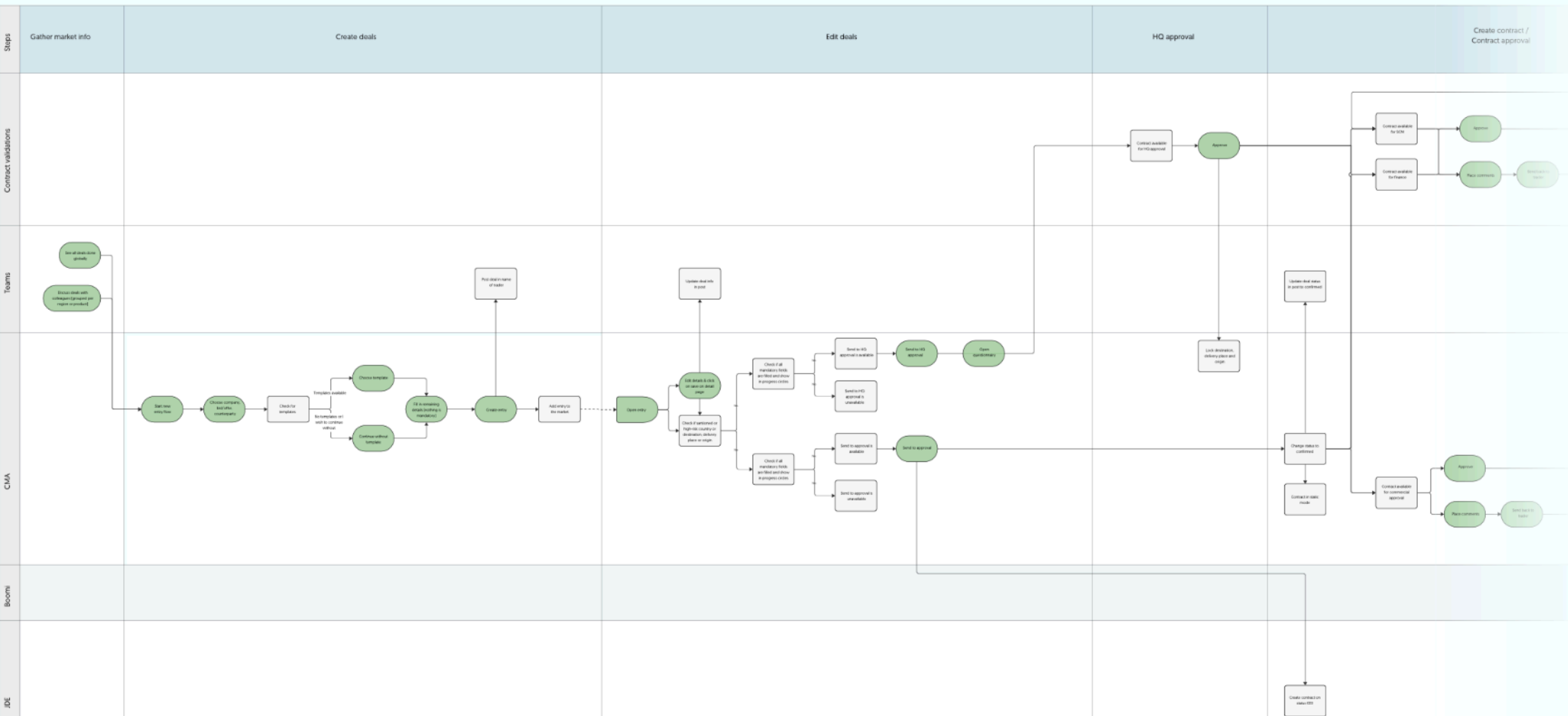
Volume per period

2024

Jan
01 - 31

Feb
01 - 29

5 MT exceeding 100 MT

25   MT

25   MT

Cancel

Apply

Status: In approval
SCM
Finance
Commercial

Contract
Pre-cal

Estimated results
+ 122 EUR/MT

Included in estimation

Revenue
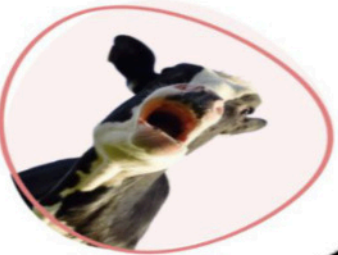
Cost of goods
Freight

Agent costs

2,500.00 EUR/MT
2,360.00 EUR/MT
4.00 EUR/MT
14.00 EUR/MT

High 5! You confirmed your contract

Unsaved edits detected

you want to do with your
changes?

oceed

New entry

Company
Interfood B.V.

Entry type

Bid

Offer

Counterparty
Sunny int. Food Comércio de al -
140248

Select template

Raw milk

SMP - medium heat
Ireland

Product item - product ype

Your saved filters

All liquids
Global

Entries

Broekman Logistics
Belgium
Butter - lactic unsalted / unsalted sweet
cream / salted sweet cream
Sep 23 - oct 23 (D)
100 MT
Tirza Izelaar
2200 EUR/MT EXW
2250 EUR/MT
I861969 • Yesterday

Offer

Nestle
Germany
Butter - lactic unsalted / unsalted sweet
cream / salted sweet cream
50 MT
Sep 23 - oct 23 (D)
Arshaka Firdaus
2100 EUR/MT EXW
2200 EUR/MT CFR
I861969 • Yesterday

Offer

my deals
market
account
settings

HBL Wehrens, Mennen
& de Vries
Interfood B.V. • Offer

ract
Pre-Cal

nsalted.
, salted...

Deal detail

Contracts

Products 4

Contract validation

Ferrero
Asia
Butter - lactic unsalted / unsalted
cream / salted sweet cream
Sep 23 - oct 23 (D)
100 MT
2200 EUR/MT
2250 EUR/

Approve

Broekman Logistics
Belgium
Butter - lactic unsalted / unsalted sweet
cream / salted sweet cream
100 MT
sep 23 - oct 23 (D)
2200 EUR/MT
2250 EUR/

24h

24h

Nestle

my deal
market

Actio

9 To complete

My contracts

5 In approval

3 Approved

10 Sent

5 Received back

my deals
market

Outcome Contract validation

A trader's responsibility for the contract ends once it is sent to the customer. Before that, it goes through internal reviews by finance and logistics. We focused on minimising development effort and speeding up the approval process by enabling parallel approvals instead of sequential ones.
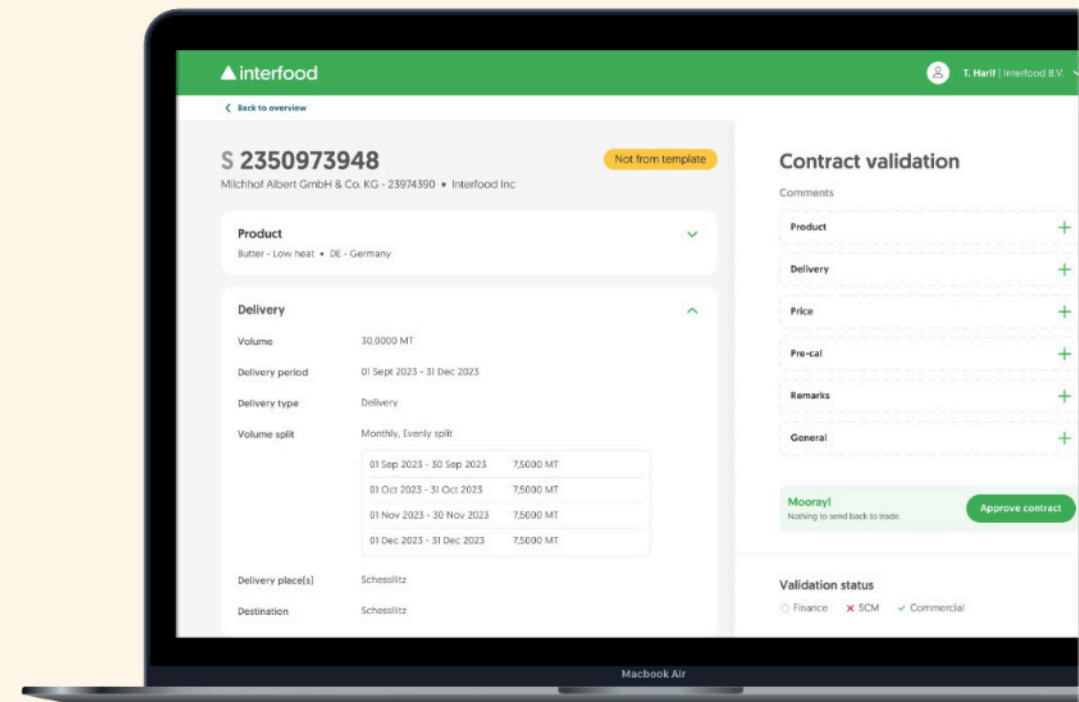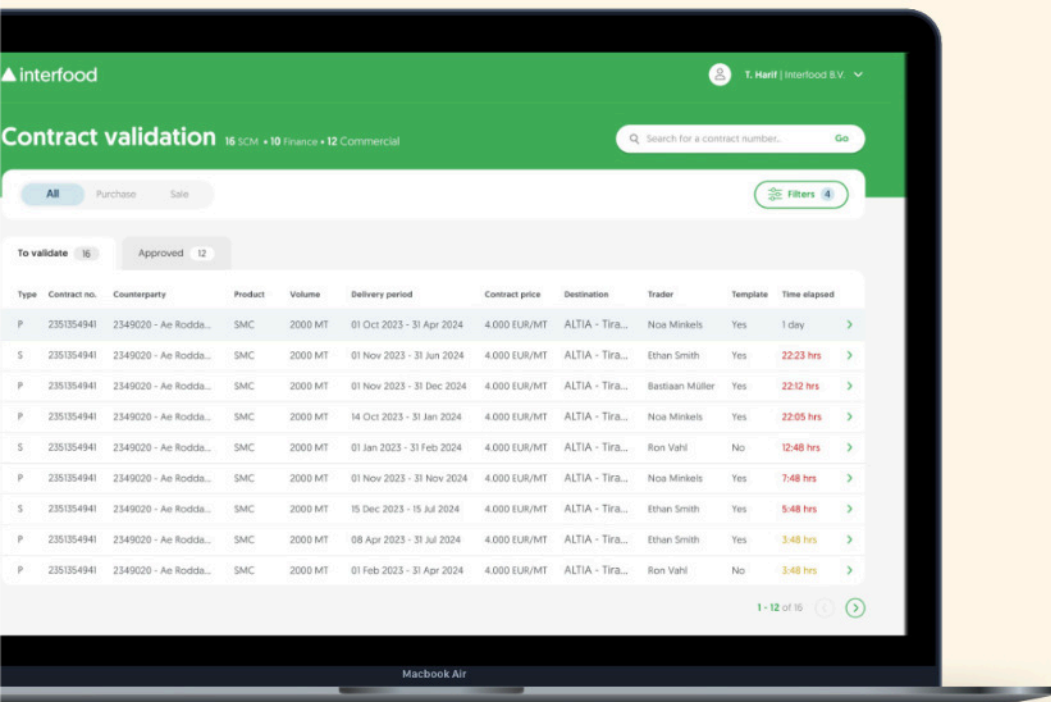
Credits to Daan and Estèlle for processing my user stories into the design of these pages

Exploration Digital Sales

In the final 8 days of the project, I was tasked with designing a concept for the phase before contract creation. To support traders during negotiations, we aimed to provide enhanced guidance. This included comparing previous deals with the same counterparty, suggesting deals based on buying patterns, offering improved market insights, and calculating the minimum acceptable price for the deal.
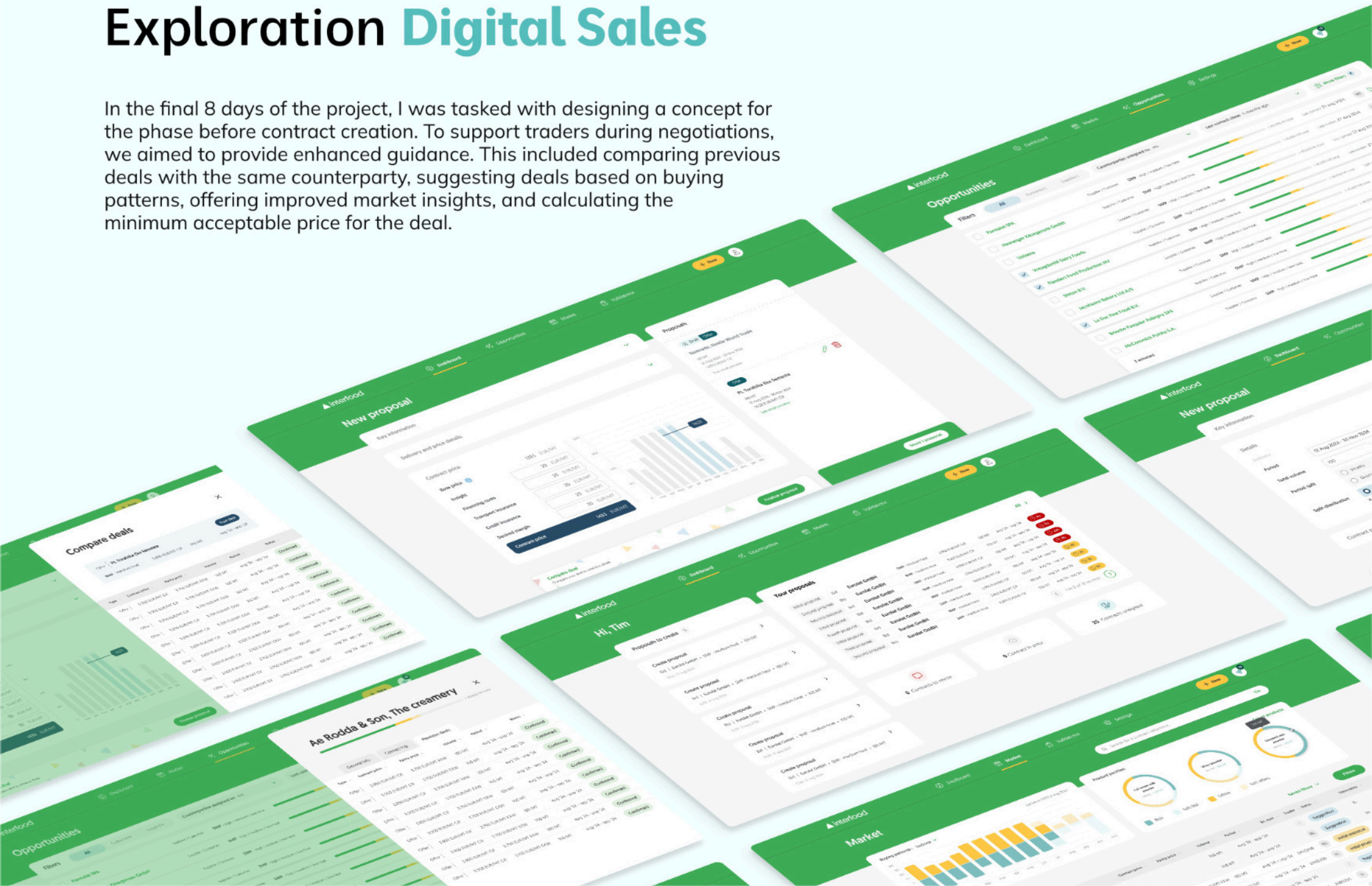
02
Interfood Connect

One internal and one external platform for Interfood to Connect with all their dairy chain stakeholders.
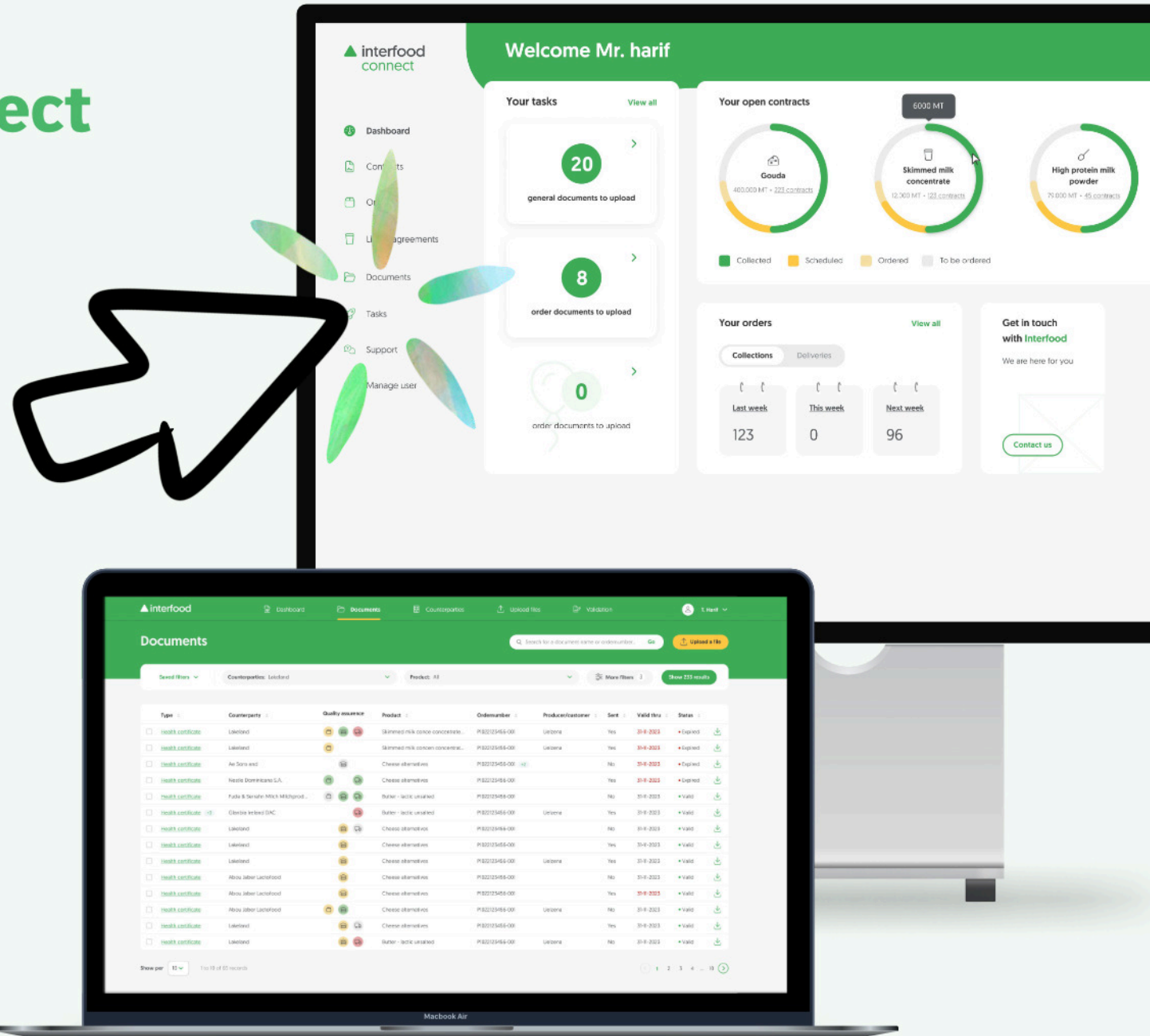
My role
UX designer

Applied skills & methods
Design sprint
Set up digital Design style guide
UX design
Facilitate user interviews

Challenge

Traditionally, the food industry relies on phone and email for business. Interfood is innovating their value in the dairy chain by digitizing operations. We helped them cut 60% of emails with one platform giving them 24/7 access to order management.

Process

Design Sprint

Within just one week, we gained an understanding of the context, designed a prototype, and tested it with suppliers and customers.

I facilitated the ideation day, conducted interviews with half of the testers, and supported Daan Brittan in facilitating the other activities.

Core features

Next, I processed feedback from the design sprint and iterated the concept to include core features while keeping an eye on the effort to develop it.

Detailing

To build a functional platform for the regulated food industry, I also had to address exceptions and edge cases.
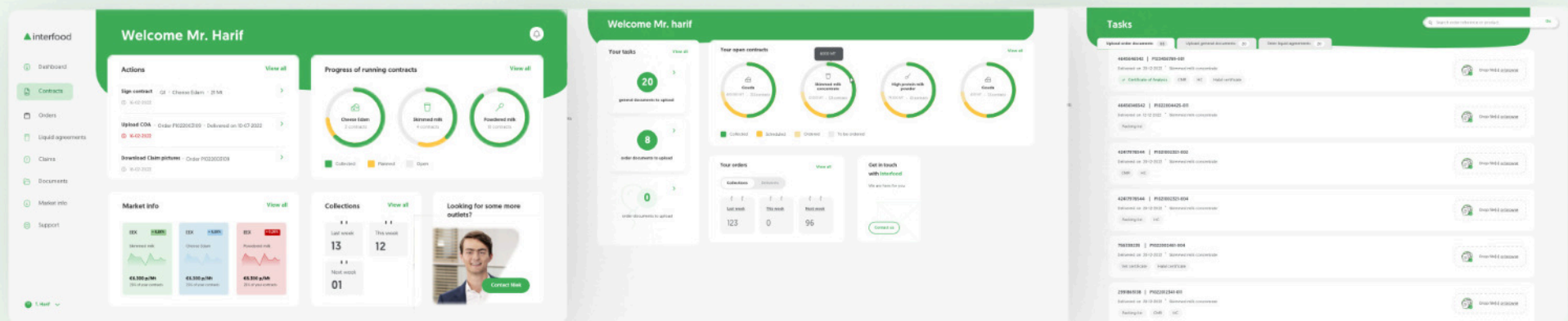
Credits to Lara Koedoot for the Visual Design of the prototype and base Design Style guide for Connect.

Outcome **Connect**

Meet Connect - a single, comprehensive platform for Interfoods partners to manage their orders and related tasks effortlessly.
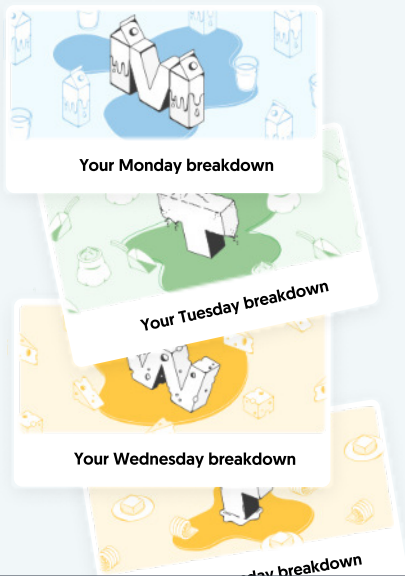
Before Connect, every document, order, contract and request was communicated via multiple emails flooding inboxes.

We replaced this by one email a day. This informs the user all their personal tasks and allows for a quick access to enter Connect.

Credits for the illustrations to Evie van den Munckhof
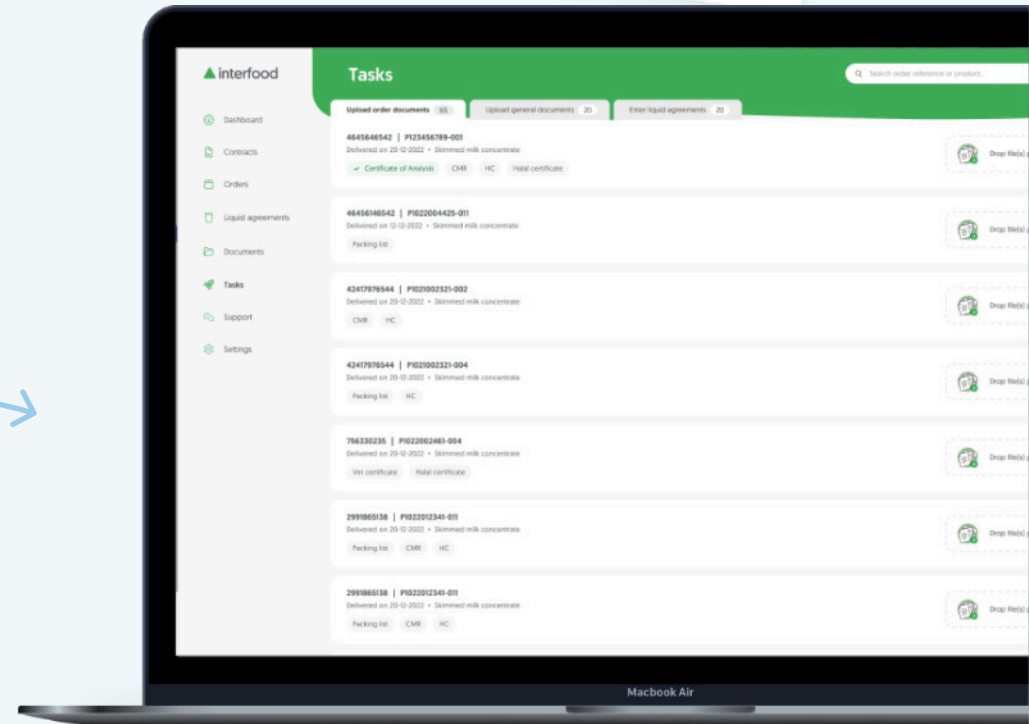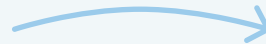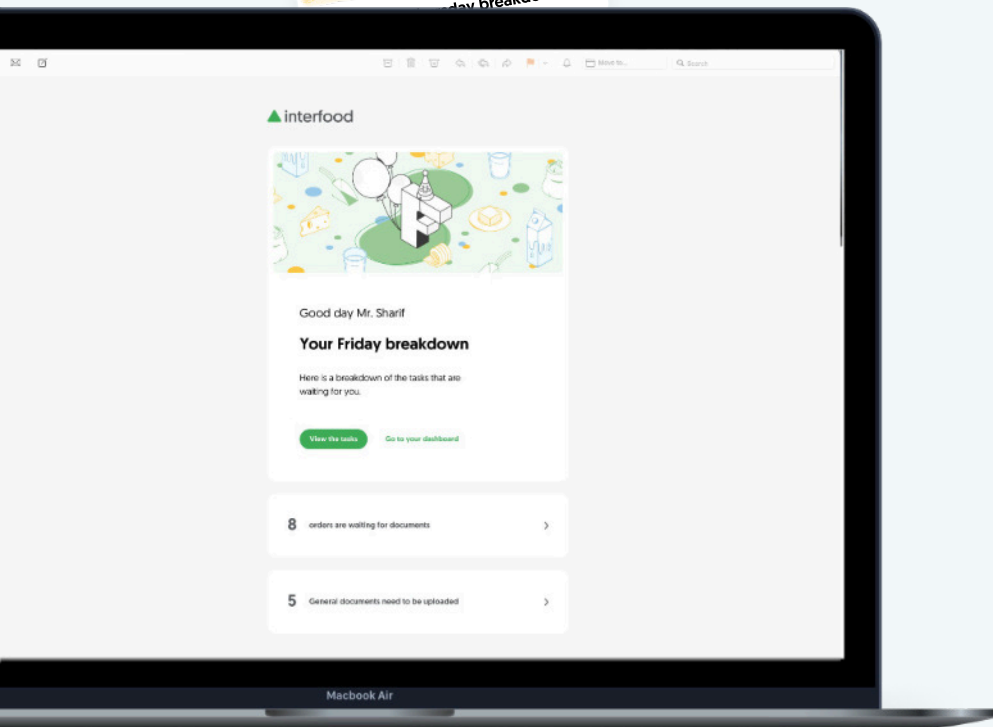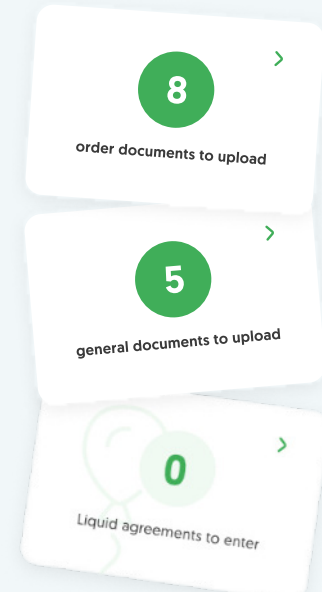
Outcome Document library

On the back-end the Document library enables Interfood employees to transition from searching for documents in emails to using a centralized platform for all document management.
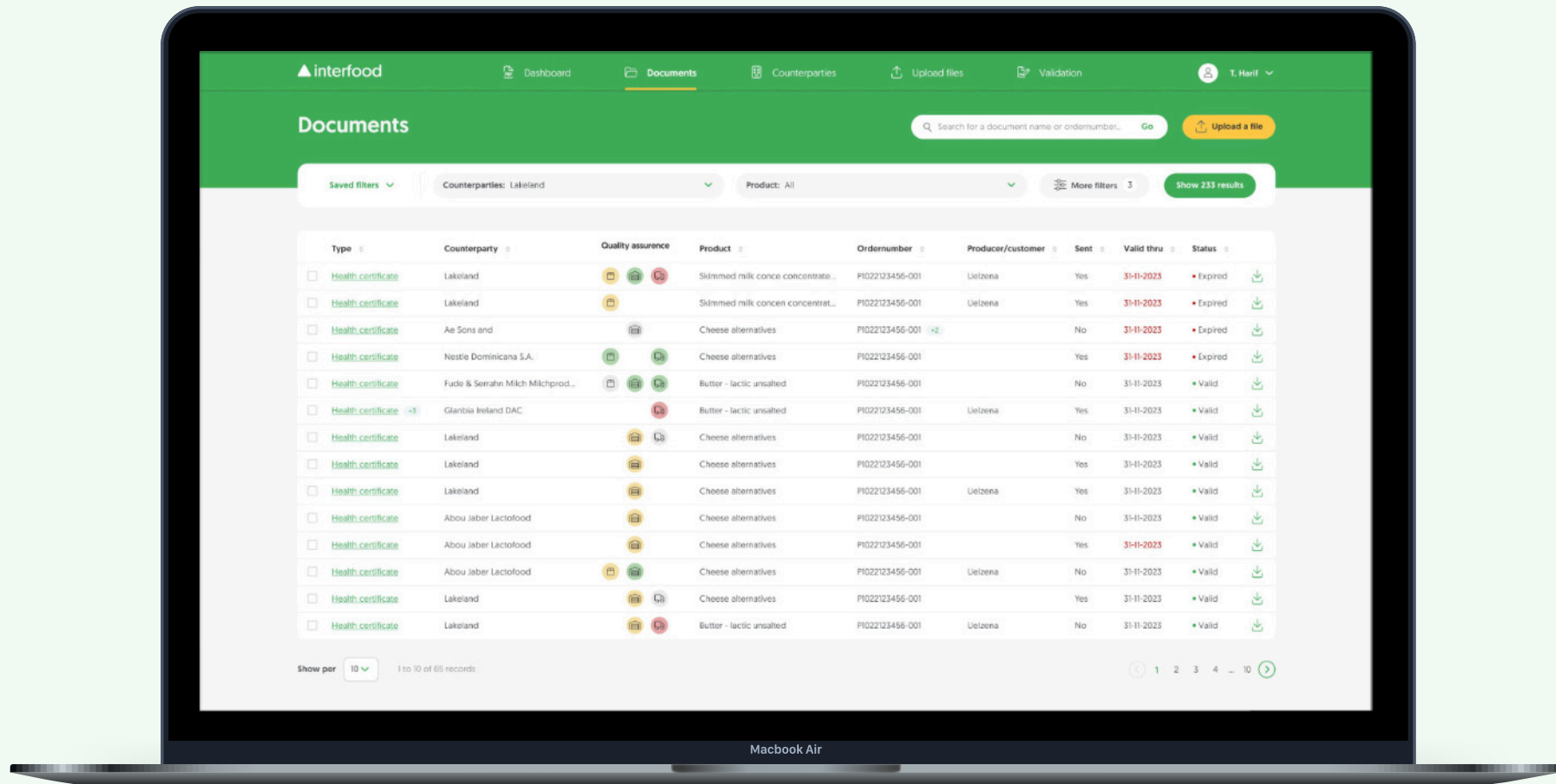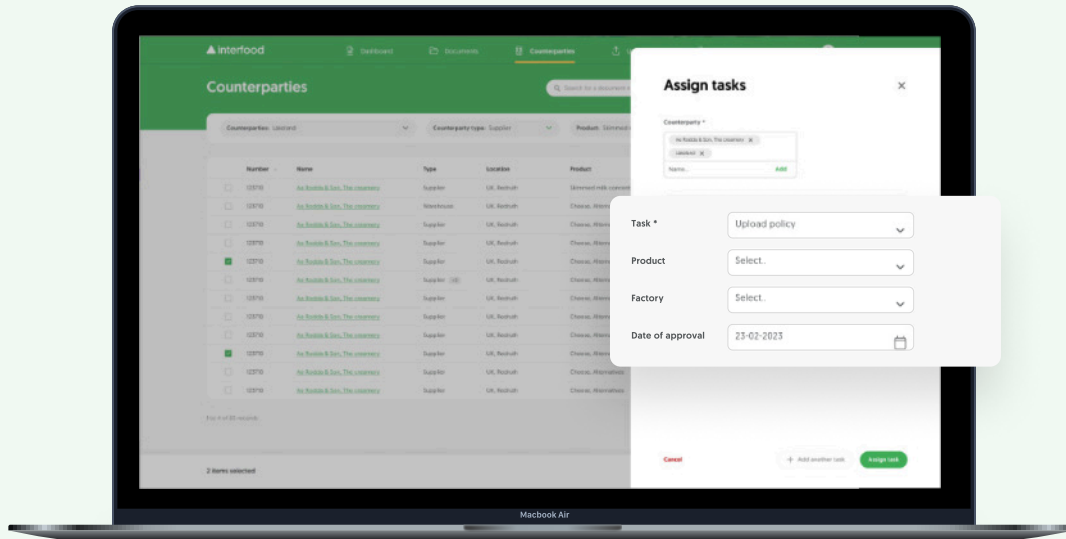
Request documents

Not every order fits within the standard process. For those exceptions, Interfoods quality team can request documents and create tasks in Connect to address specific needs.

Validate documents

To ensure the quality of delivered goods, Interfood reviews all uploaded documents. If any issues are found, they create additional requests for stakeholders to upload the necessary documents in Connect.
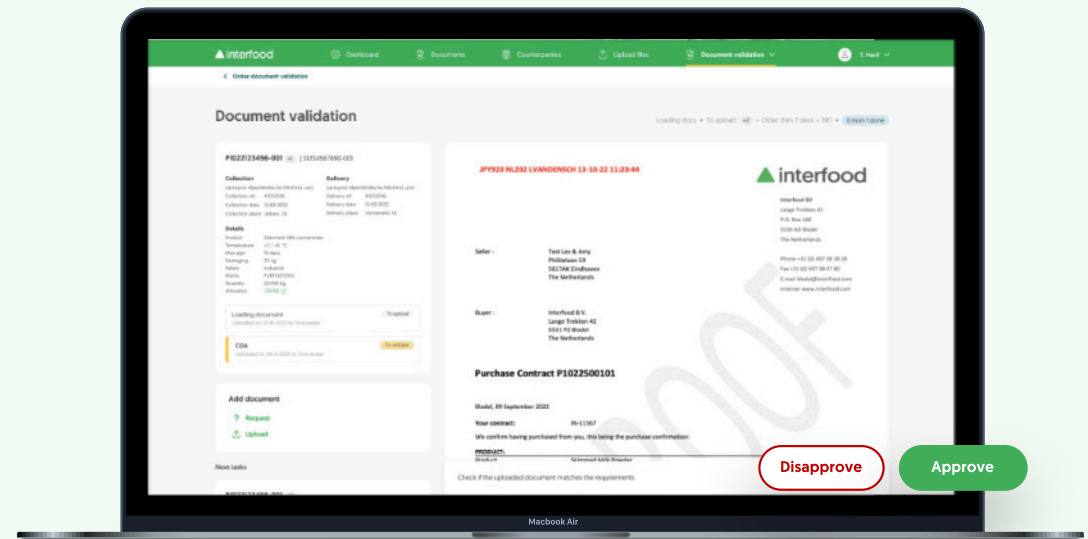
03
Management of change
Stedin

One place to manage and track all requests regarding innovations.

My role

UX designer

Applied skills & methods

Define user needs

UX design

Translate design system to OutSystem library

MOC   Dashboard   Case overzicht   Afsp

Hi

Jouw changes in het MOC process

| Nieuw 8 | Intake 6 | PE 2 | WAC 2 | CB 2 | Loket 2 | Linkin Pins 2 | Evaluatie 2 | O |

Case nummer	Titel	Indien datum	Complexiteit	Status	Case eigenaar
MOC-2022-00382	Montage instructie	07-10-2022	Light	Nieuw	Tea Clara
MOC-2022-00381	Gereedschap	18-12-2021	Medium	Nieuw	Ovadia Rubab
MOC-2022-00380	Montage instructie schroefdraad linksom	07-10-2022	Light	Nieuw	Om Rhodopis
MOC-2022-00379	Gereedschap	18-12-2021	Medium	Nieuw	Juana Narcisa
MOC-2022-00374	Materiaal voorraad	22-01-2022	Medium	Nieuw	Om Rhodopis
MOC-2022-00373	Technische werkinstructie	18-12-2021	Complex	Nieuw	Zachary Ashwin
MOC-2022-00372	Asset informatie	22-01-2022	Medium	Nieuw	Sasha Morgen
MOC-2022-00369	Technische werkinstructie	07-10-2022	Complex	Nieuw	Zachary Ashwin

Challenge

Stedin, a partially government-owned company managing the energy network in the southern Netherlands, is continuously innovating to meet sustainability goals. With 4,300 employees across multiple departments, they needed to replace hundreds of emails and Excel sheets with a single platform to streamline tracking initiatives and ensure accountability for the Management of Change (MOC) team.

Below is an overview of the first steps in the 25-step change process, which served as the foundation for the application flow. For confidentiality, all needs and actions are hidden and only the initial steps are shown.

Request change	→	Notify MOC	→	Add supervisor	→	Intake	→	Assess impact

Initiator ──────────────────────────────── Initiator ────────

MOC ──────────── MOC

Supervisor   Supervisor

Impact team
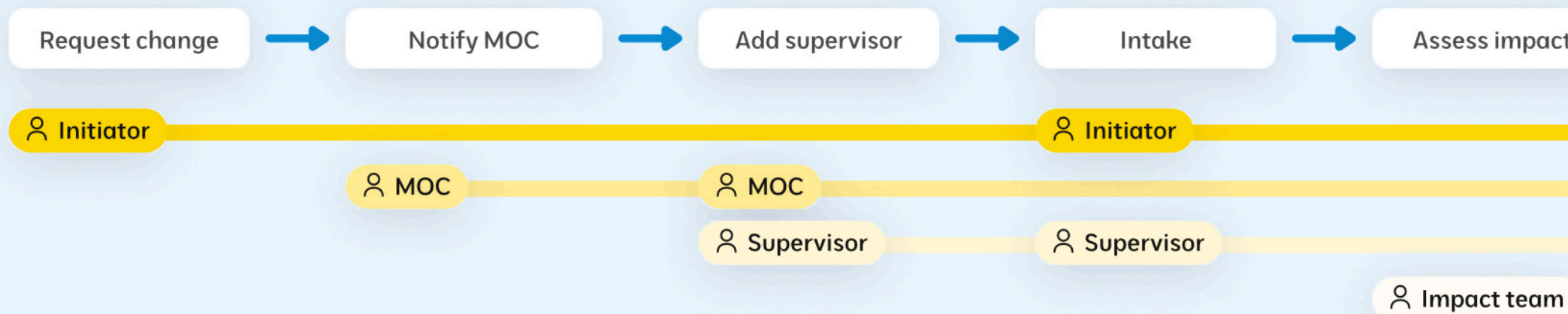
Process

Design system

Stedin is determined to create all their new applications via OutSystems. To speed up any developments I had the task to translate their current design system unto all the OutSystem components.

Define

With the developers implementing the design system, it was time to define the application's purpose by consulting the MOC team and identifying their needs, along with those of other stakeholders. This resulted in multiple processes as the one on the last page.

Design & refine

With initial needs defined, it was time to translate them into designs for further discussion with the MOC team. These visuals helped users clarify their needs and refine details until development-ready.

Development

I ensured all developed screens accurately implemented the designs.

Outcome
Design System

Developers no longer need to worry about styling while building apps, thanks to a design system based on 300 OutSystems UI components. This ensures consistency across future apps and speeds up development significantly.

Outcome MOC

The MOC team now has a single platform to manage cases and track team progress, with all relevant documents and info attached. From change initiators to impact assessors, everyone can access a personalized view to streamline the change process.

Credits to Lara Koedoot for creating the illustrations

04
REcolor

**Self- initiated graduation topic:
Work-oriented interventions to
uncover manifestations of racism**

Masters' Graduation project

Applied skills & methods

Qualitative and quantitative context research
Facilitated creative sessions
User interviews
Prototype (P5 and Adobe XD)
Usability testing

Challenge

In the summer of 2020, thousands in the Netherlands joined Black Lives Matter protests, uniting across ages and races to declare racism unacceptable. But what exactly is deemed unacceptable? This graduation project explores how white people can break the cycle of systemic racism.

reproduction of racism

via

cultural processes

individuals

embedded in

oranizations

institutions

explicit

expressed

implicit

Process

Context exploration

Ideation

Developements

Evaluation
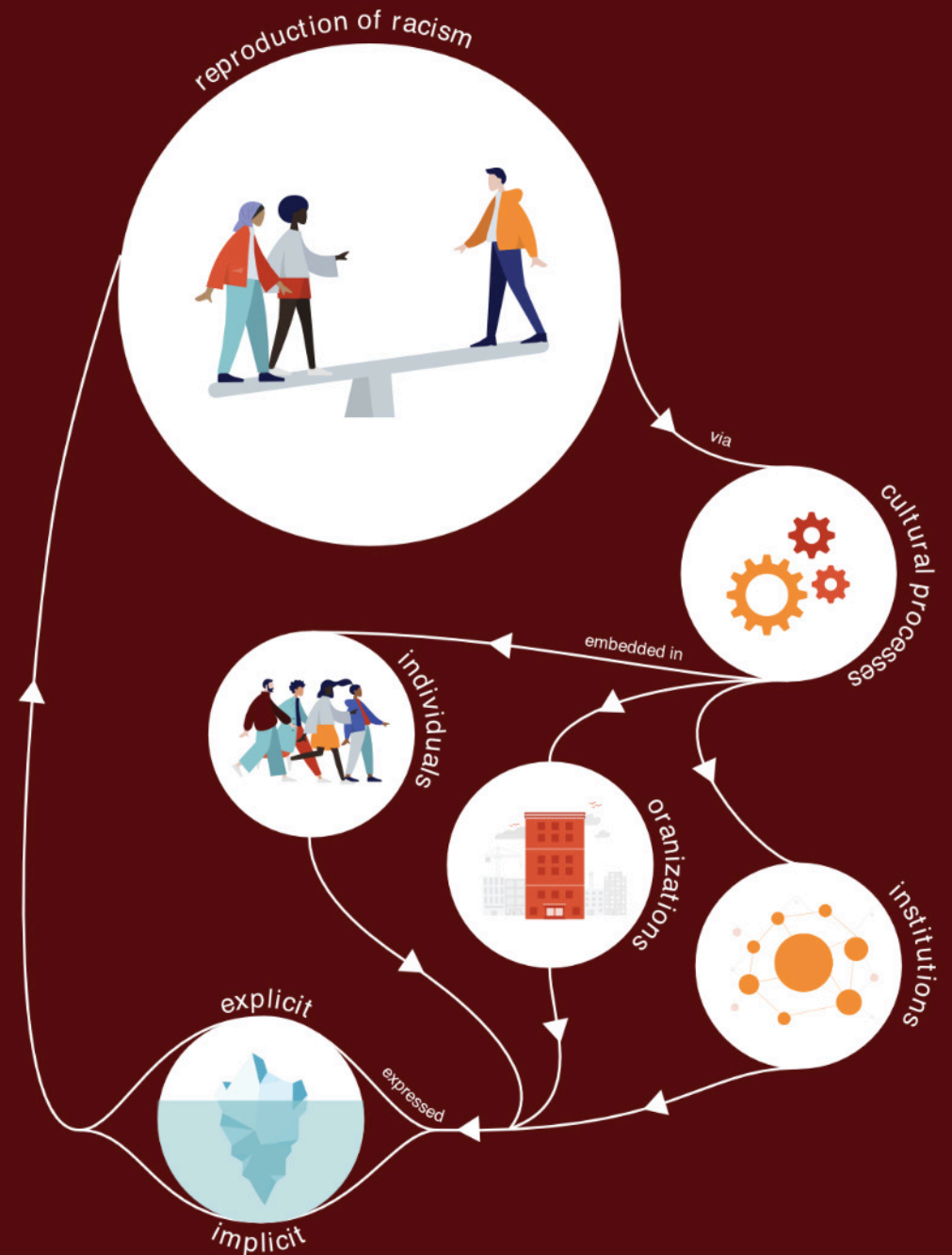
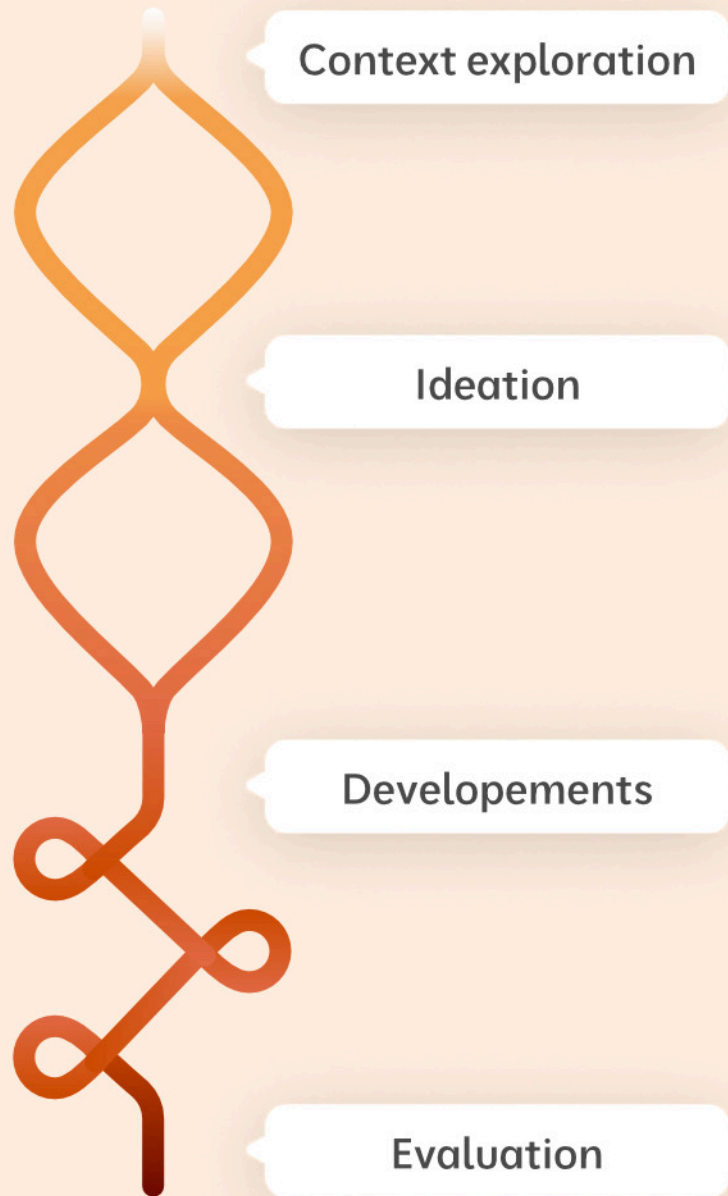An iterative process was used based on the double diamond design method, moving the the project through phases of divergence and convergence to arrive at the final design. It began with a context exploration, uncovering insights into systemic racism in the Netherlands, desired behaviours, motivations, and a mechanism for change.

Throughout the ideation phase, multiple design activities generated a range of ideas. This led to the development of a final concept, refined through iterations, interviews, and user evaluations.
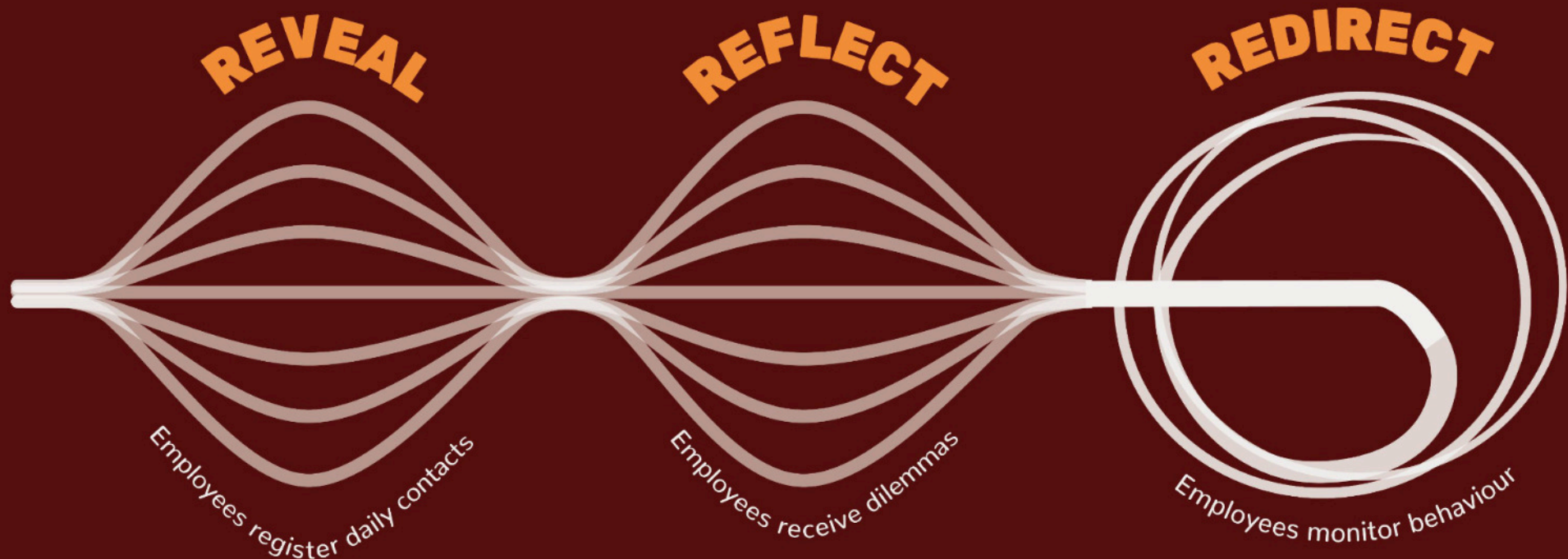
decide

test
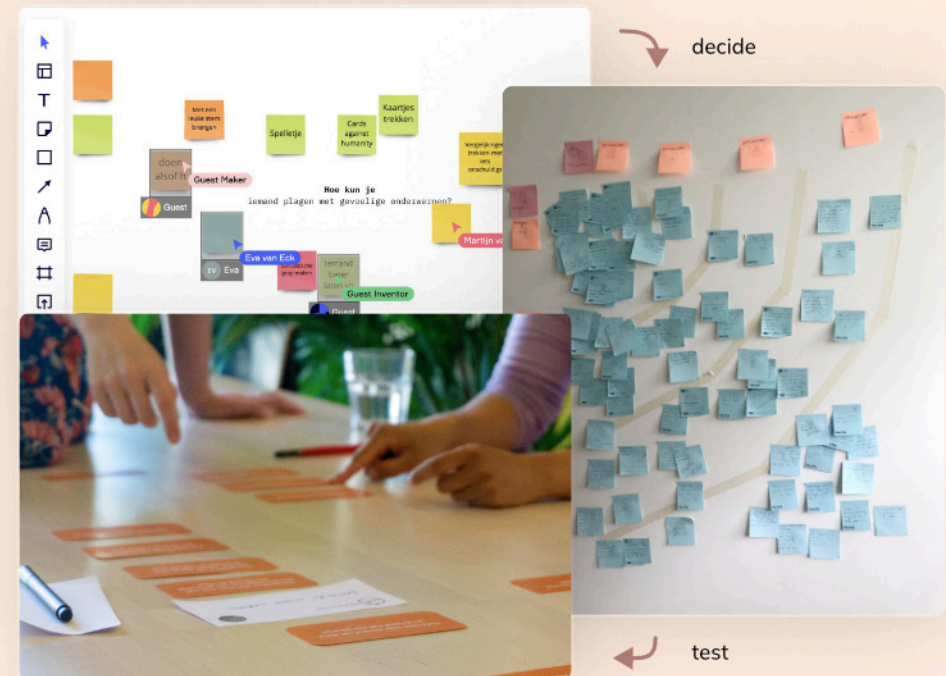
Outcome **Research**

A simplified explanation of the research comes down to the following. Although white Dutch citizens don't intend to perpetuate racism, they unconsciously reinforce and reproduce it through social norms of the dominant culture. This allows them to remain unaware of their own racist behaviours in social interactions. To create a better environment for reflection the environment of work has been chosen due to a bigger distance to somebodies conscious perception of themselves.

defense mechanism

conscious perception of self

implicit judgement

Reproduction

Reinforcement
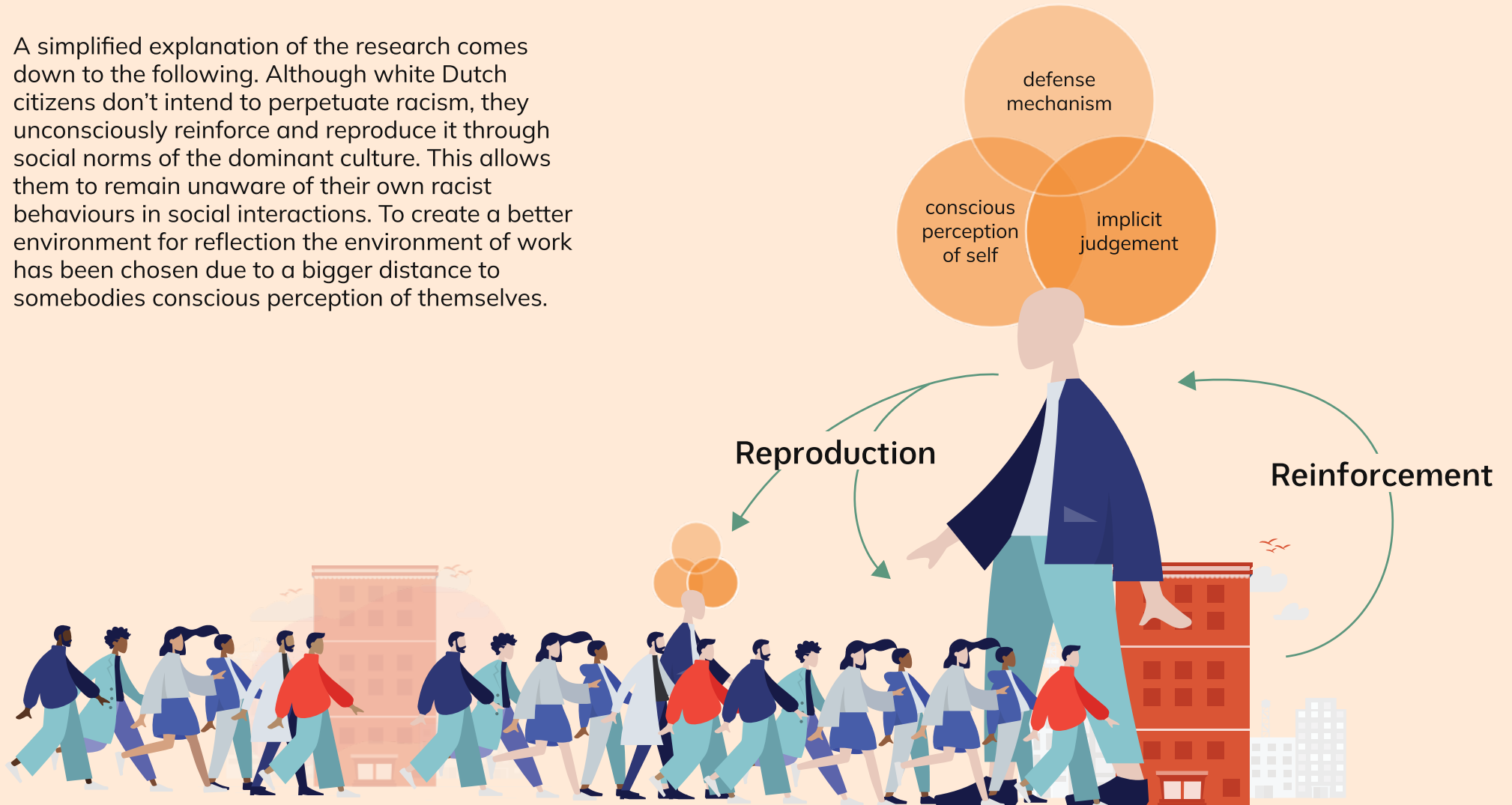
Outcome REcolor

REcolor is a three-step process designed to identify and address racism in the workplace. By bringing these issues to light, employees are better equipped to recognize and change their behavior in social interactions.
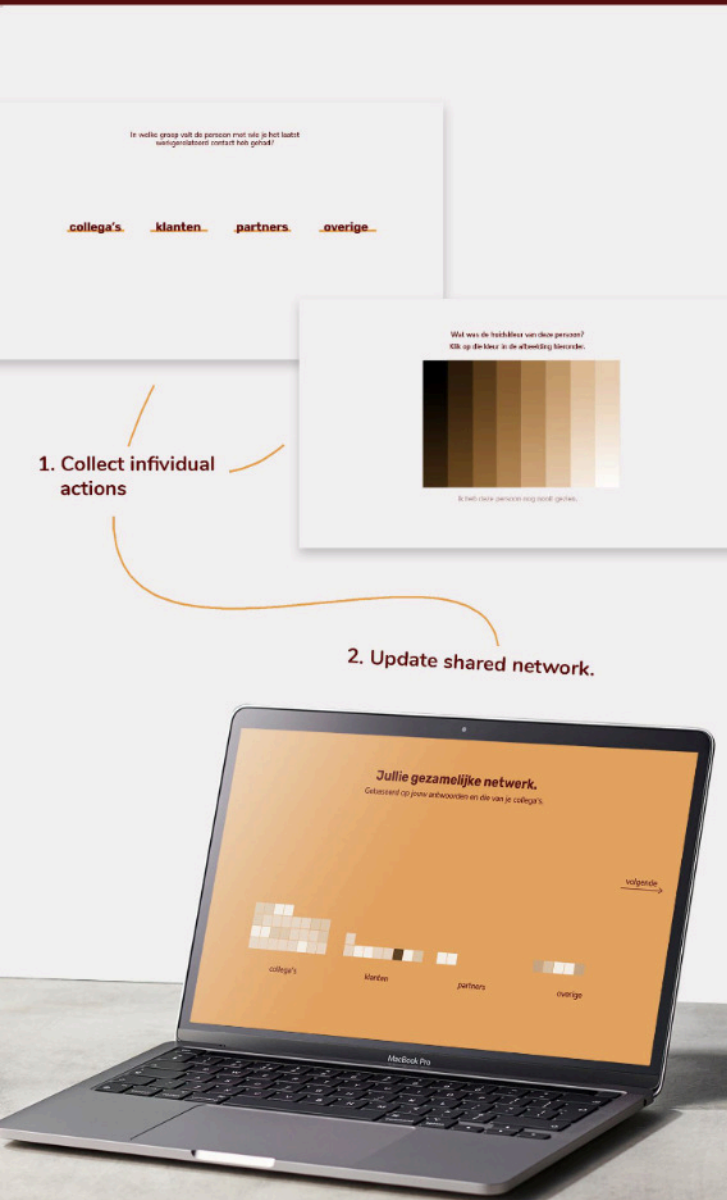

REVEAL

Employees register daily contacts

REFLECT

Employees receive dilemmas

REDIRECT

Employees monitor behaviour

Reveal
the organization's network

Reflect
on the apparent ordinary

Redirect
unintended and undesired behaviour