

Hei **hyggelig** å møte deg!

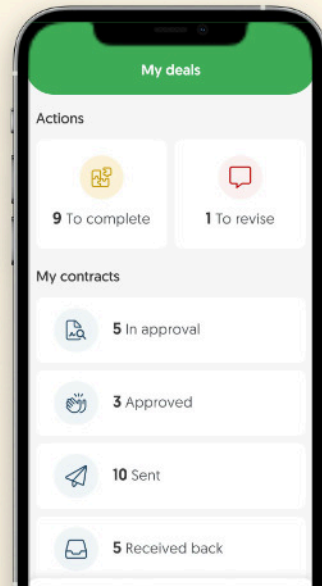
Man skal ikke skue hunden (og meg) på hårene

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.

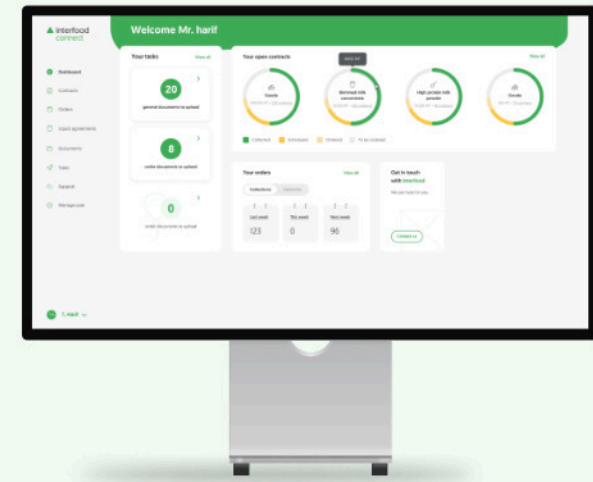


Enjoy my projects

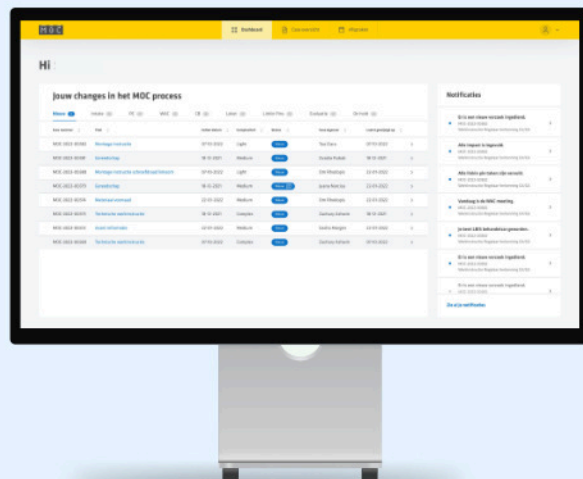
01 Interfood CMA



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

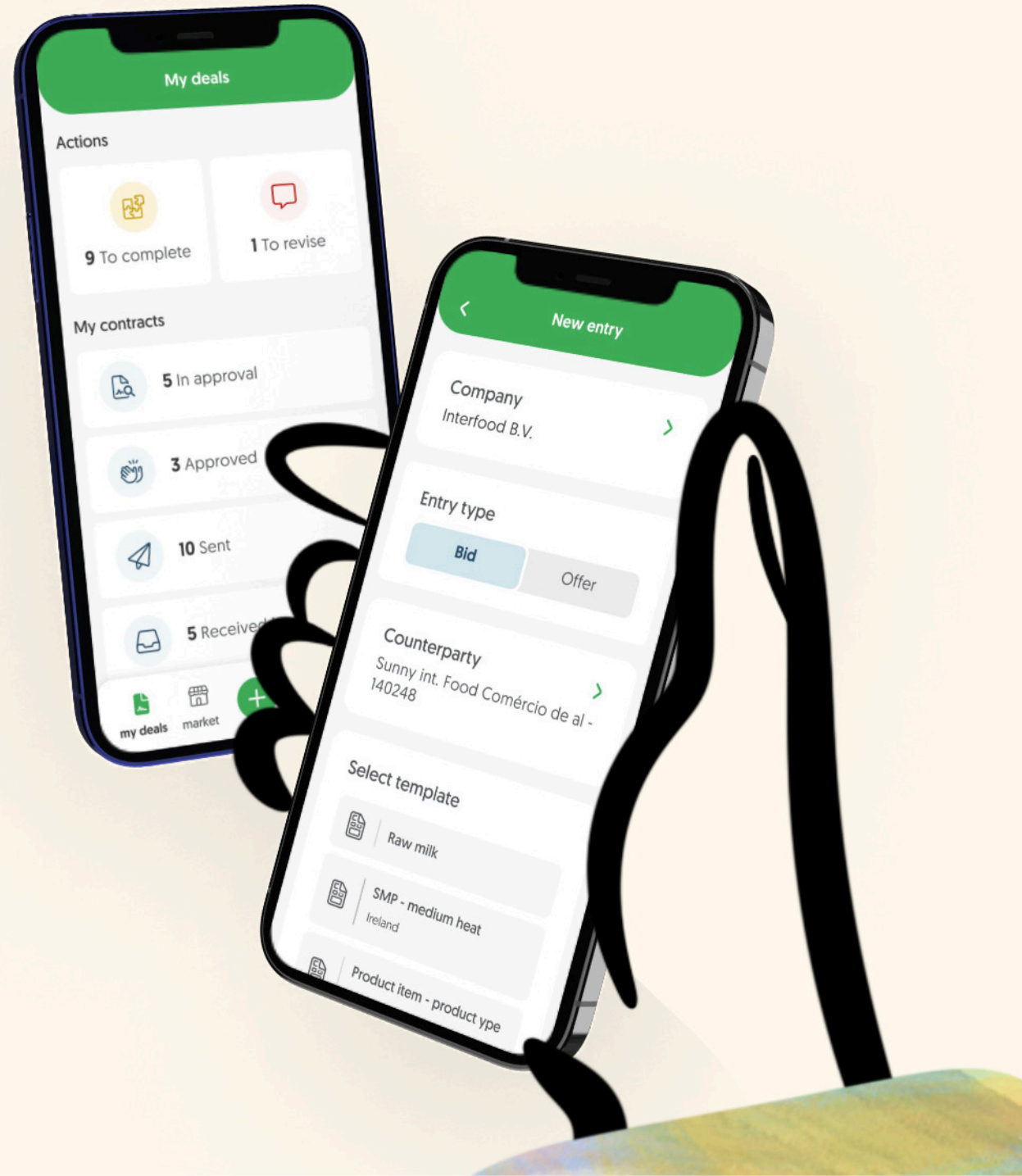
Lead user trainings

Follow up on bugs reported by users

Test developed stories

UX design

Guide new junior UX designer



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

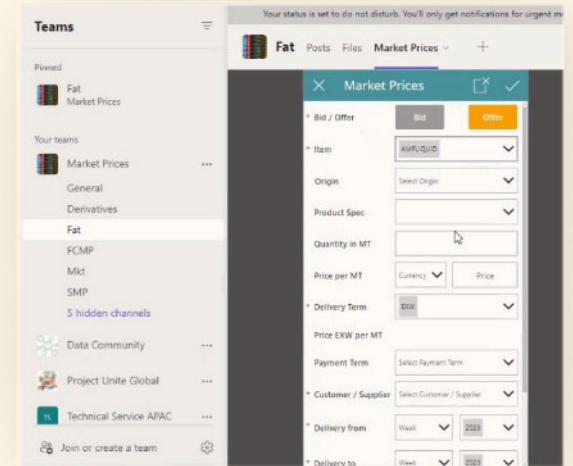
With the design and business rules in place, I finalized the user story for development estimation. In collaboration with the Product Owner, I suggested priorities based on user feedback, while she balanced these with its development effort.

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

| Task | Subject | Task / question | Answers | Notes |
|------|---------------|---|---------|-------|
| 1 | Start | Start to create an entry | | |
| 2 | Start | Was it clear where they needed to click on? | | |
| 3 | Company | Is the company already filled in with Inc? | | |
| 4 | Company | Change the company to FIX | | |
| 5 | Counterparty | Select FIX as a counterparty | | |
| 6 | Counterparty | Did more fields appear | | |
| 7 | Entry type | Can you switch between bids and offers | | |
| 8 | Product | Select FIX as a product | | |
| 9 | Product | Is the division good between product item and product type? | | |
| 10 | Volume+UsdM | Enter FIX as volume, you should not be able to have more than 2 decimals | | |
| 11 | Volume+UsdM | Is this the UsdM you expected? | | |
| 12 | Delivery date | Select a delivery period from FIX to FIX | | |
| 13 | Delivery date | How did you select it? Why that option? | | |

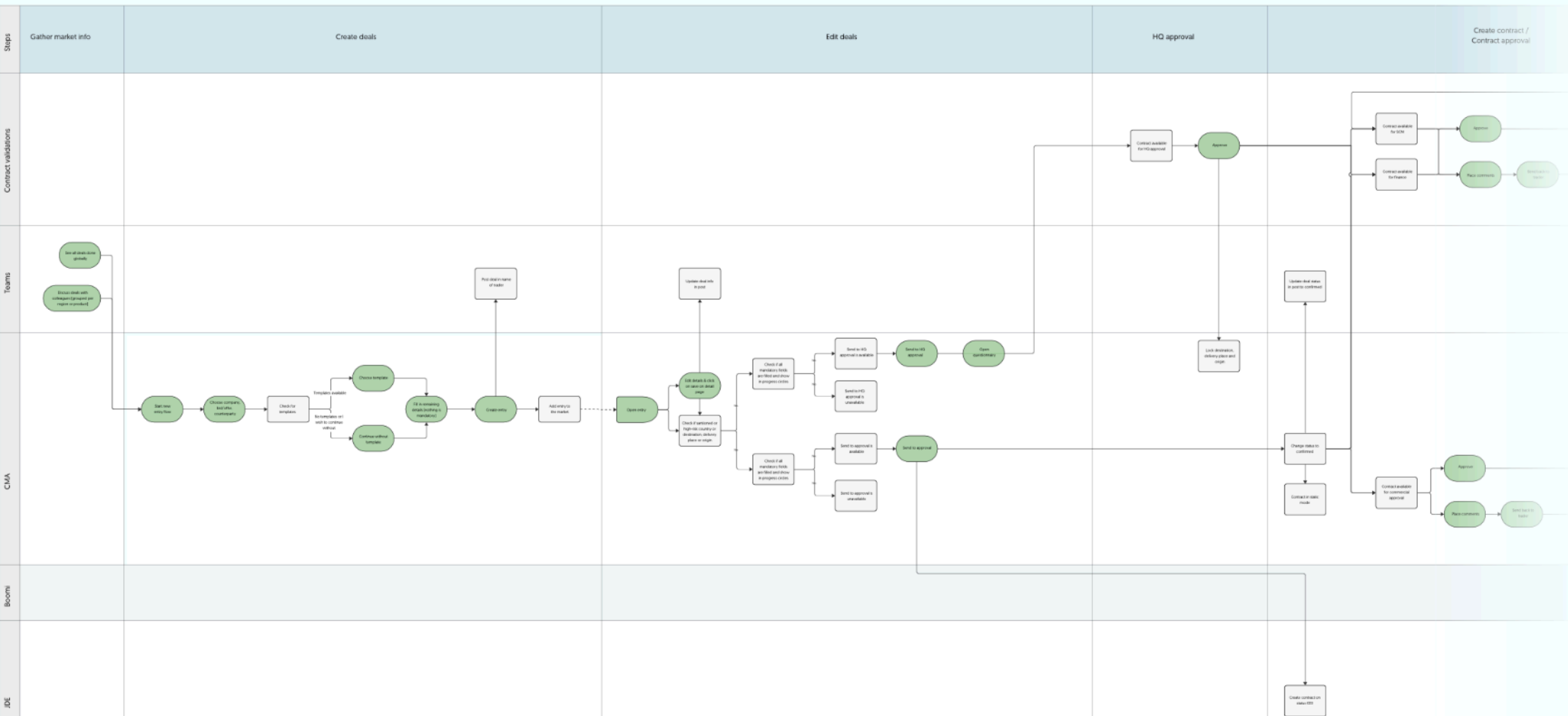
User acceptance testscript for bigger new feature

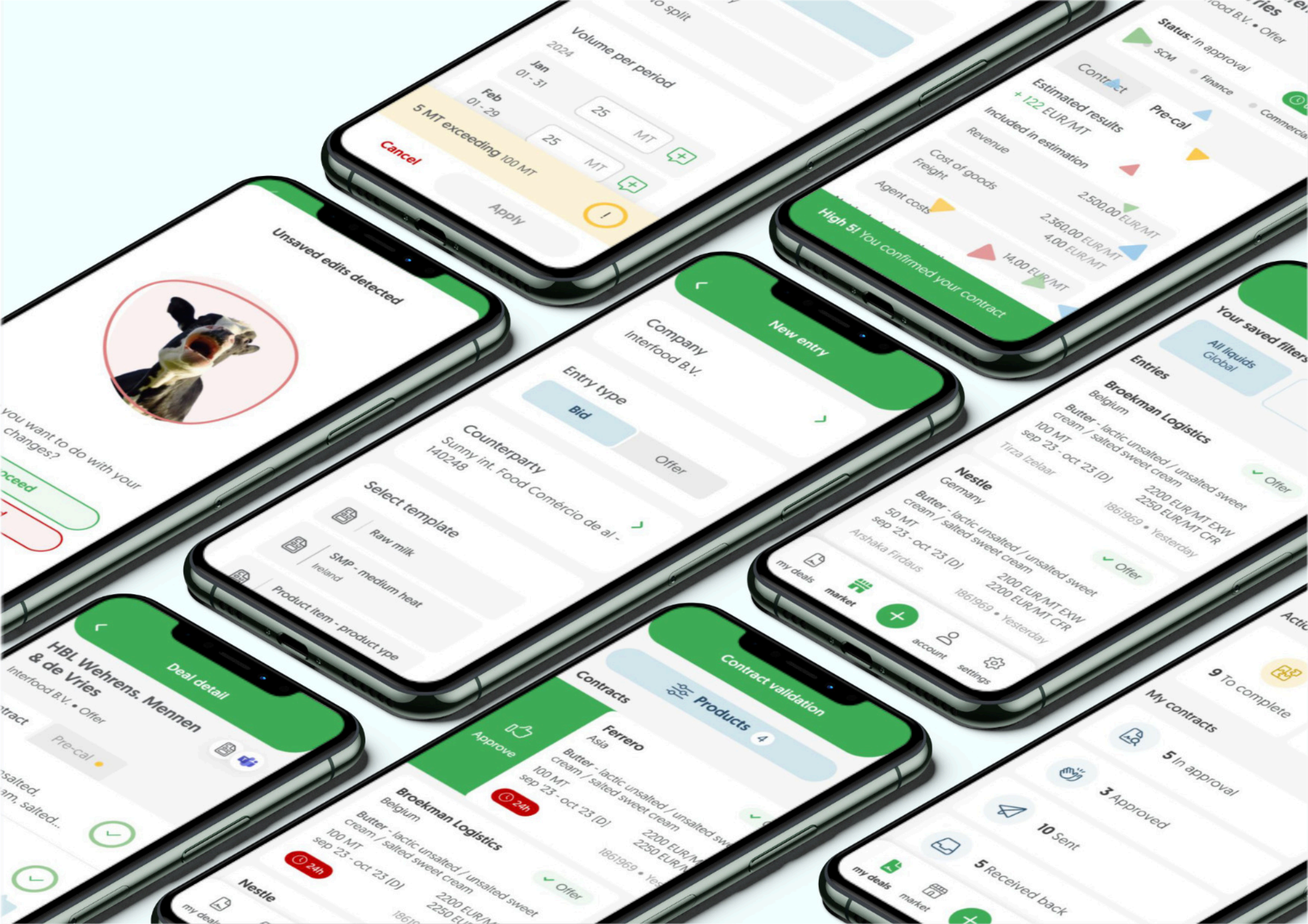


Training for new users

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 25 MT

Feb 01-29 25 MT

5 MT exceeding 100 MT

Cancel Apply

Status: In approval

SCM Finance Commercial

Contract Pre-cal

Estimated results +122 EUR/MT

Included in estimation

Revenue 2,500.00 EUR/MT

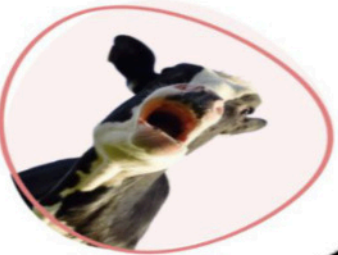
Cost of goods 2,350.00 EUR/MT

Freight 4.00 EUR/MT

Agent costs 14.00 EUR/MT

High 5! You confirmed your contract

Unsaved edits detected



Do you want to do with your changes?

Proceed

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 type

Entries

All liquids Global

Broekman Logistics Belgium

Butter - lactic unsalted / unsalted sweet cream / salted sweet cream

100 MT sep '23 - oct '23 [D]

2200 EUR/MT EXW 2250 EUR/MT CFR

1861969 • Yesterday

Nestle Germany

Butter - lactic unsalted / unsalted sweet cream / salted sweet cream

50 MT sep '23 - oct '23 [D]

2100 EUR/MT EXW 2200 EUR/MT CFR

1861969 • Yesterday

Arshaka Firdaus

my deals market account settings

Deal detail

HBL Wehrens. Mennen

Interfood B.V. • Offer

Pre-cal

unsalted, cream, salted...

Contract validation

Contracts

Ferrero Asia

Butter - lactic unsalted / unsalted sweet cream / salted sweet cream

100 MT sep '23 - oct '23 [D]

2200 EUR/MT EXW 2250 EUR/MT CFR

1861969 • Yesterday

Broekman Logistics Belgium

Butter - lactic unsalted / unsalted sweet cream / salted sweet cream

100 MT sep '23 - oct '23 [D]

2200 EUR/MT EXW 2250 EUR/MT CFR

1861969 • Yesterday

Nestle

my deals market

My contracts

9 To complete

5 In approval

3 Approved

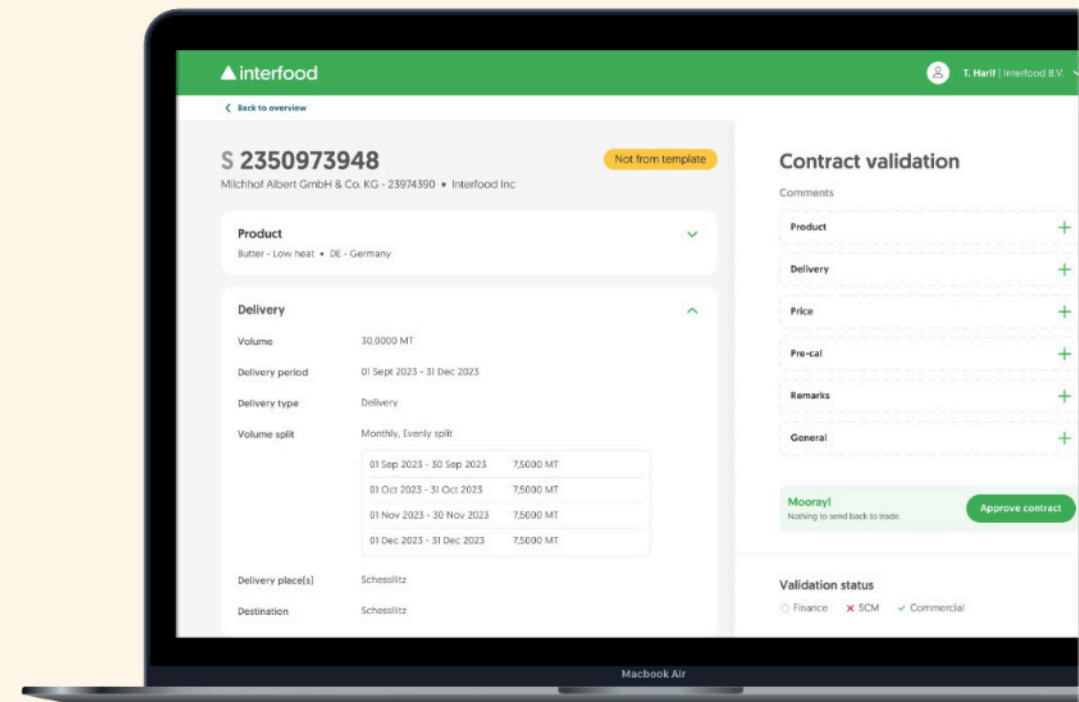
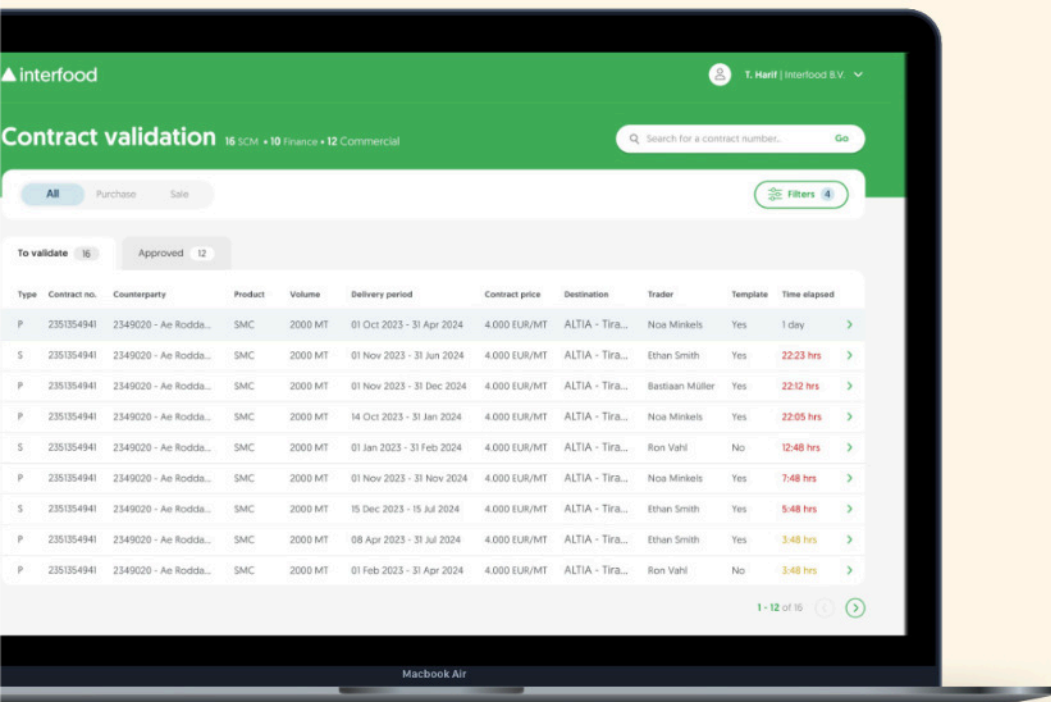
10 Sent

5 Received back

my deals market

Outcome **Contract validation**

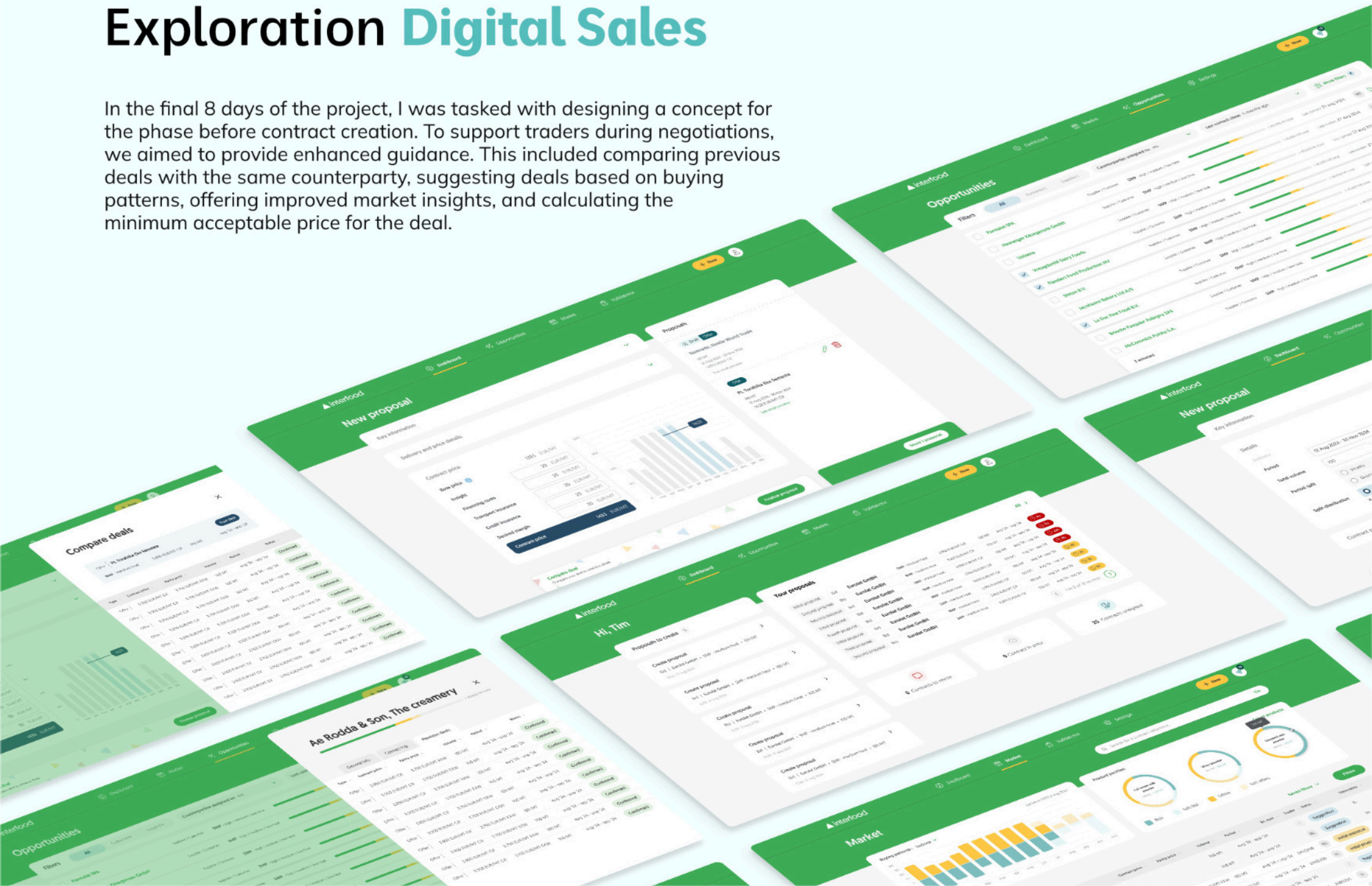
A trader's responsibility for the contract ends once it is sent to the customer. Before that, it goes through internal reviews by finance and logistics. We focused on minimising development effort and speeding up the approval process by enabling parallel approvals instead of sequential ones.



Credits to Daan and Estèlle for processing my user stories into the design of these pages

Exploration Digital Sales

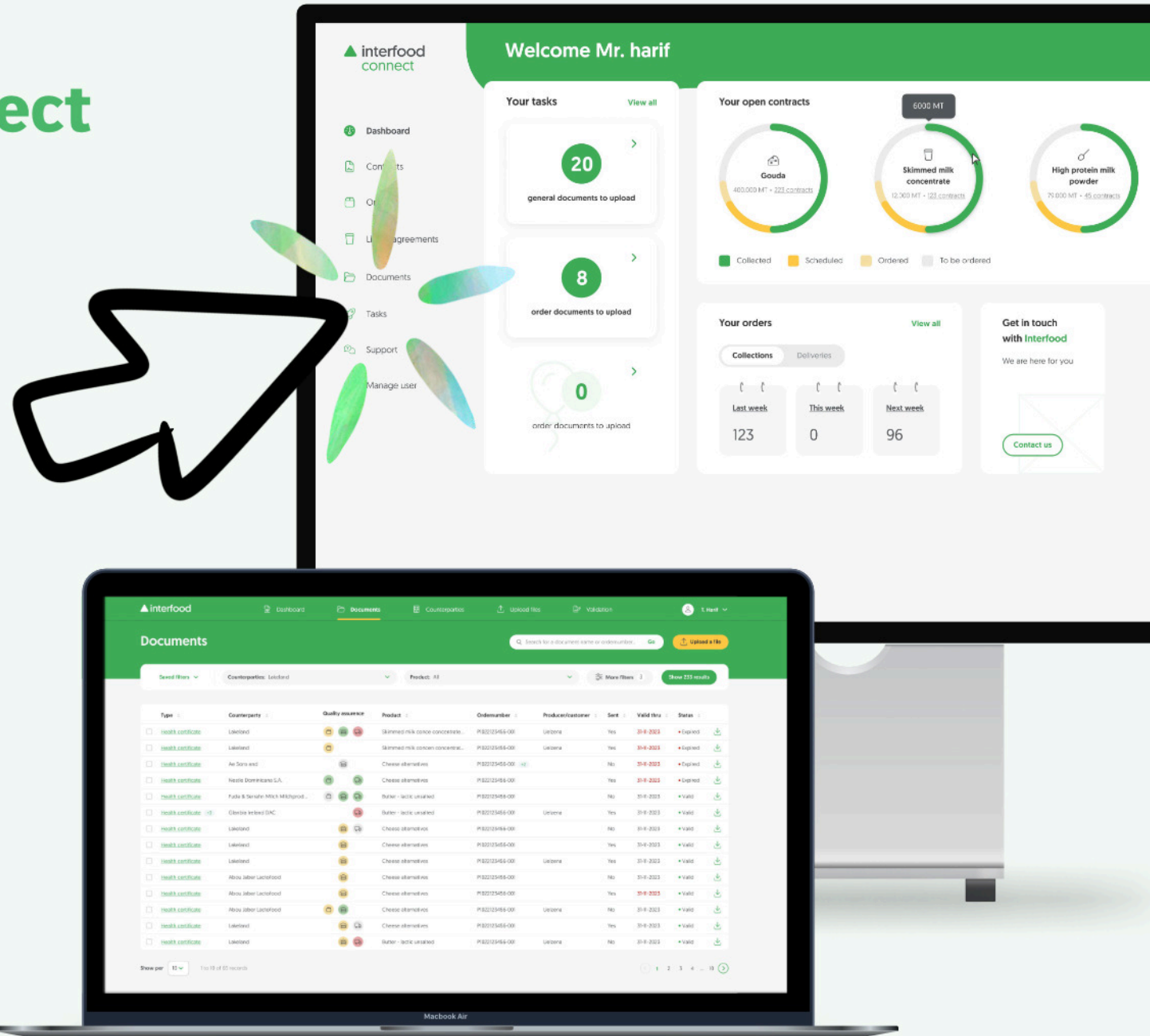
In the final 8 days of the project, I was tasked with designing a concept for the phase before contract creation. To support traders during negotiations, we aimed to provide enhanced guidance. This included comparing previous deals with the same counterparty, suggesting deals based on buying patterns, 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.

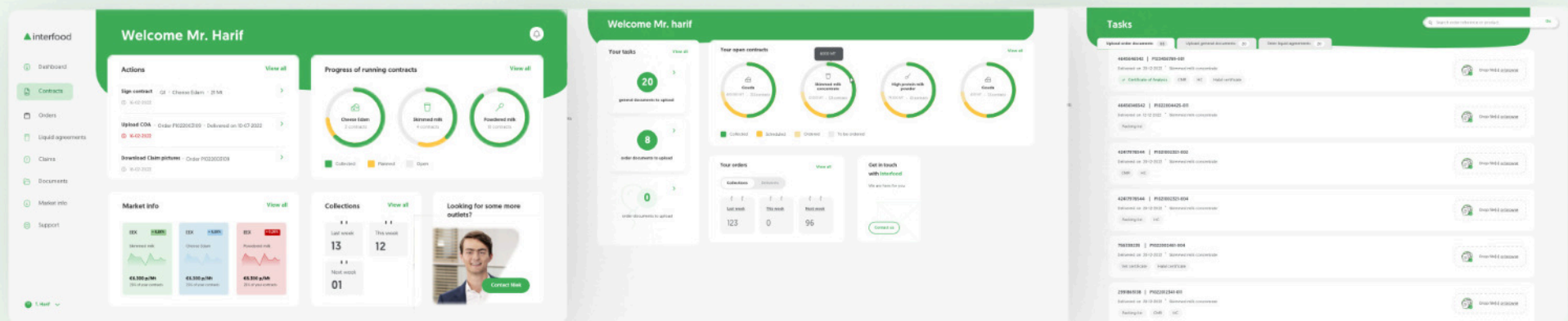
I facilitated the ideation day, conducted interviews with half of the testers, and supported Daan Brittan in facilitating the other activities.

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.

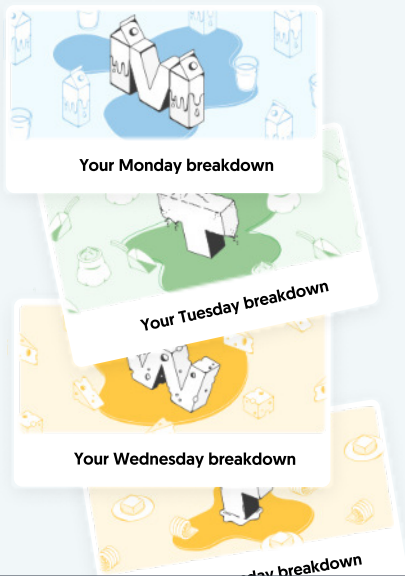


Credits to Lara Koedoot for the Visual Design of the prototype and base Design Style guide for Connect.

Outcome Connect

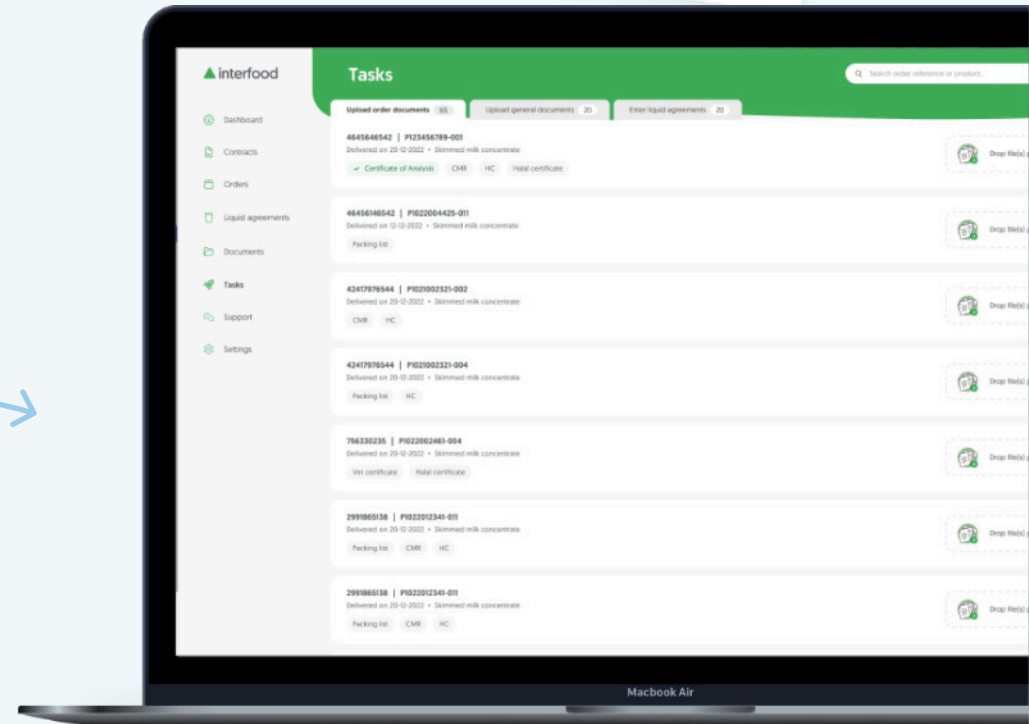
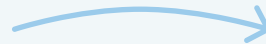
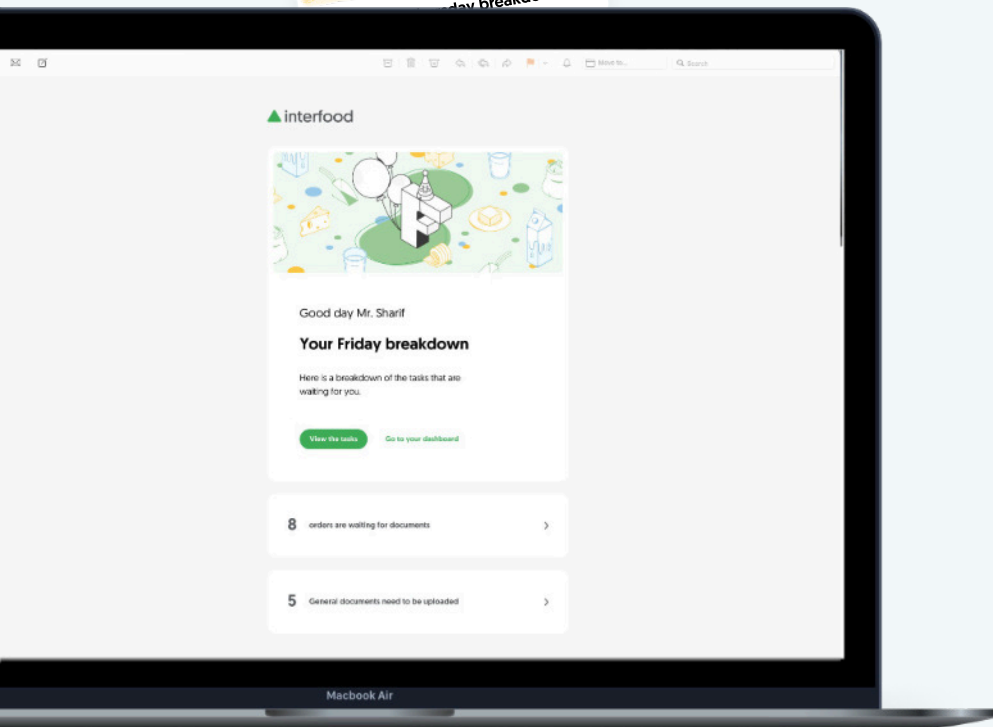
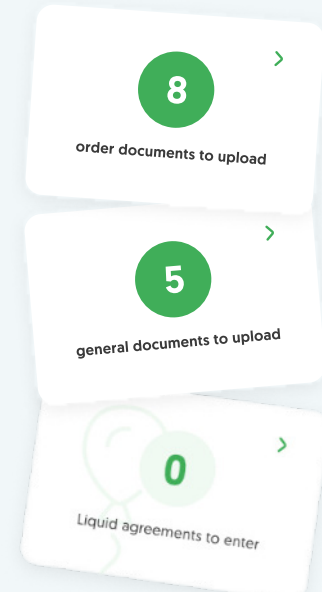
Meet Connect - a single, comprehensive platform for Interfoods partners to manage their orders and related tasks effortlessly.





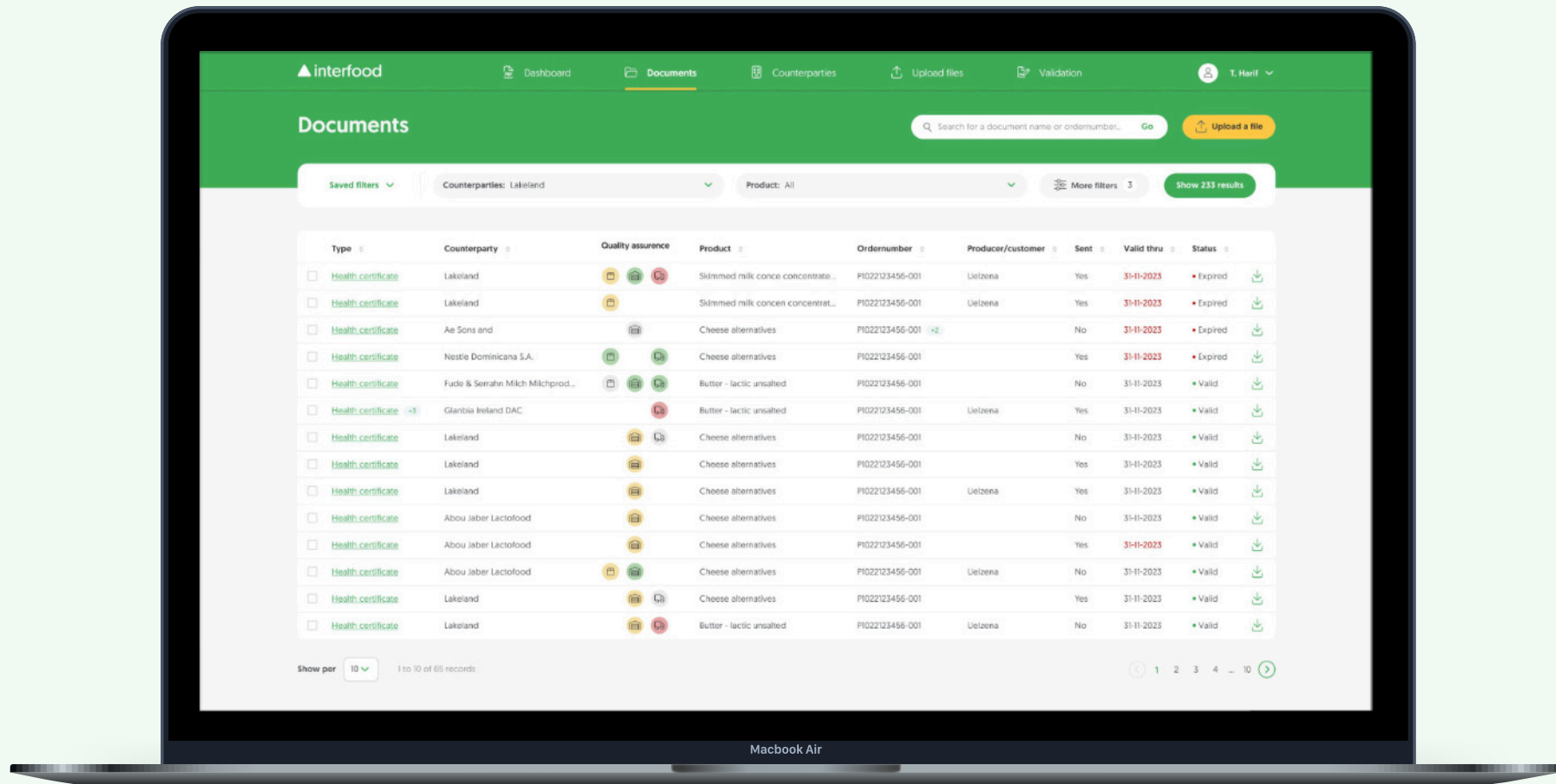
Before Connect, every document, order, contract and request was communicated via multiple emails flooding inboxes.

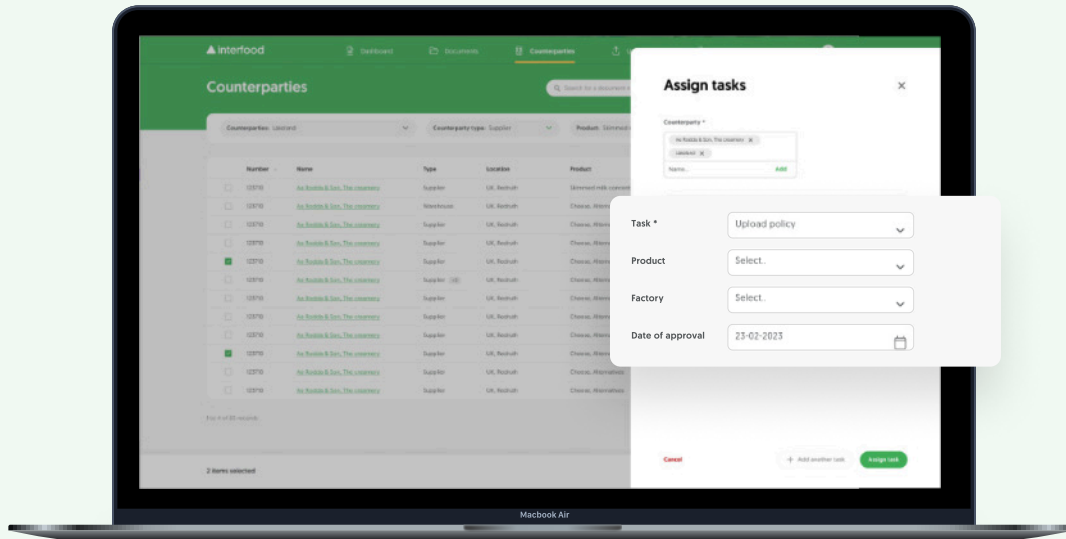
We replaced this by one email a day. This informs the user all their personal tasks and allows for a quick access to enter Connect.



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.



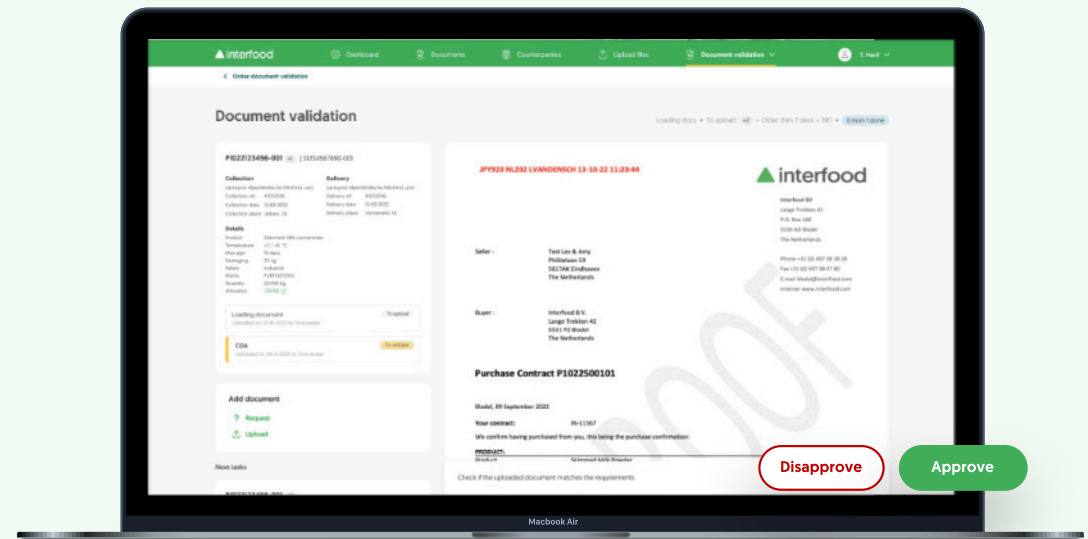


Request documents

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

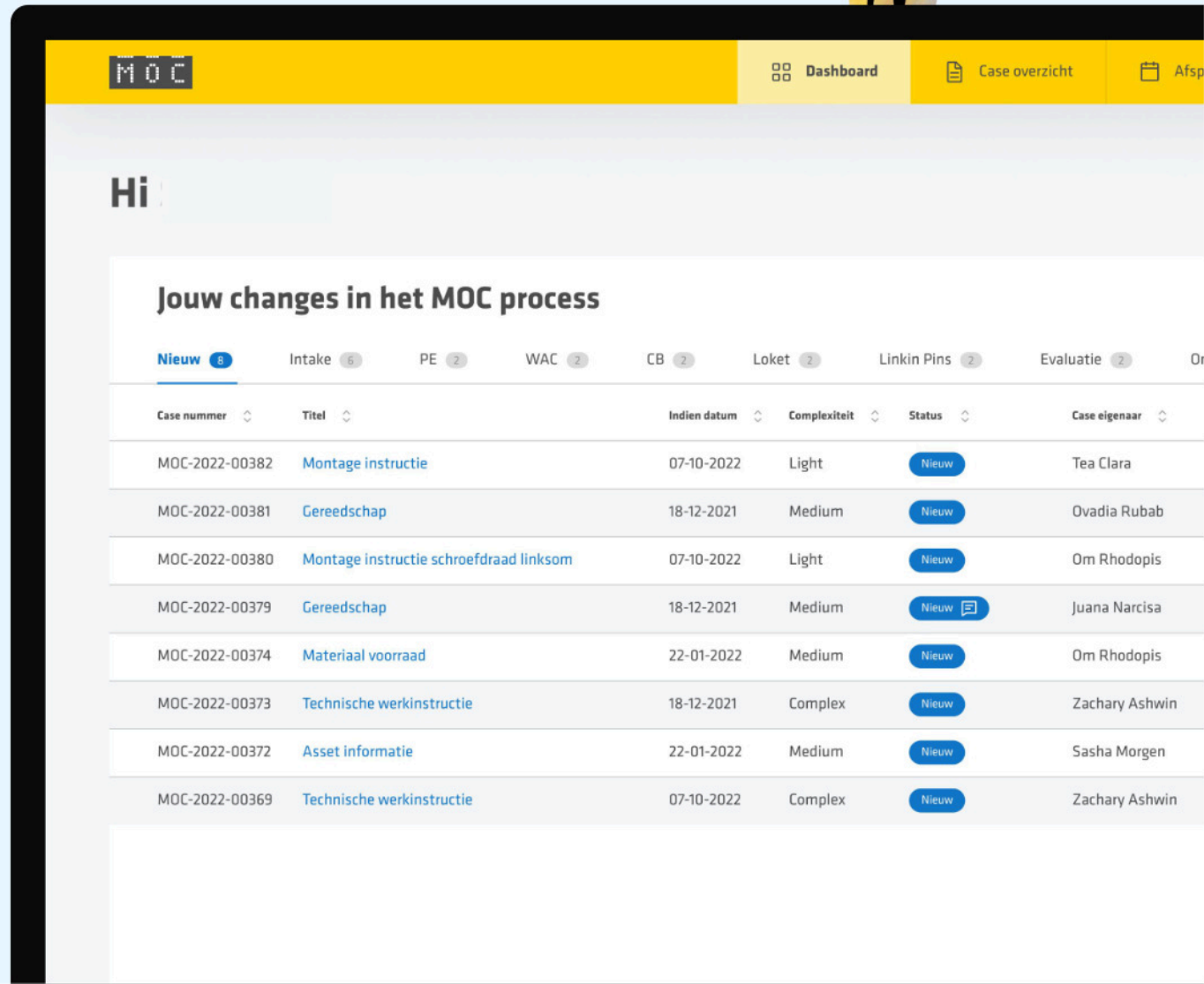
UX designer

Applied skills & methods

Define user needs

UX design

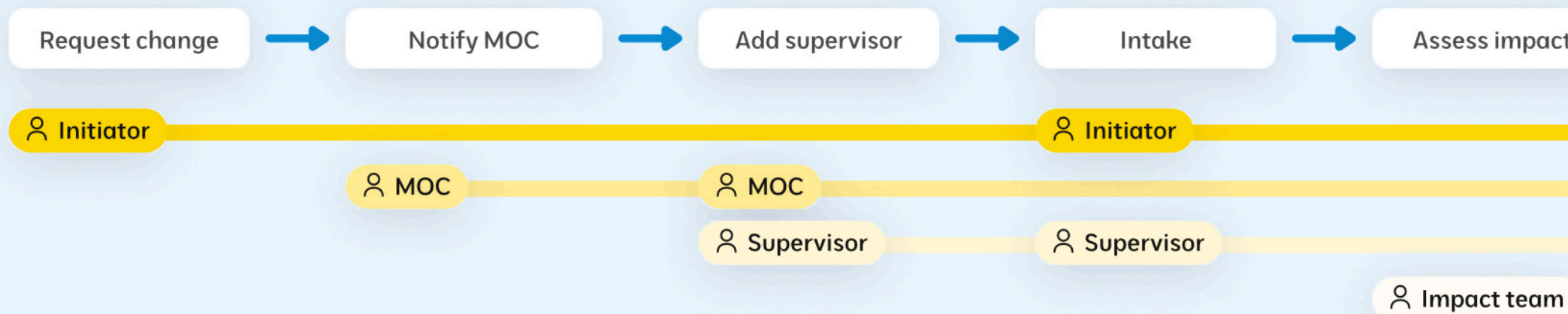
Translate design system to OutSystem library



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.



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

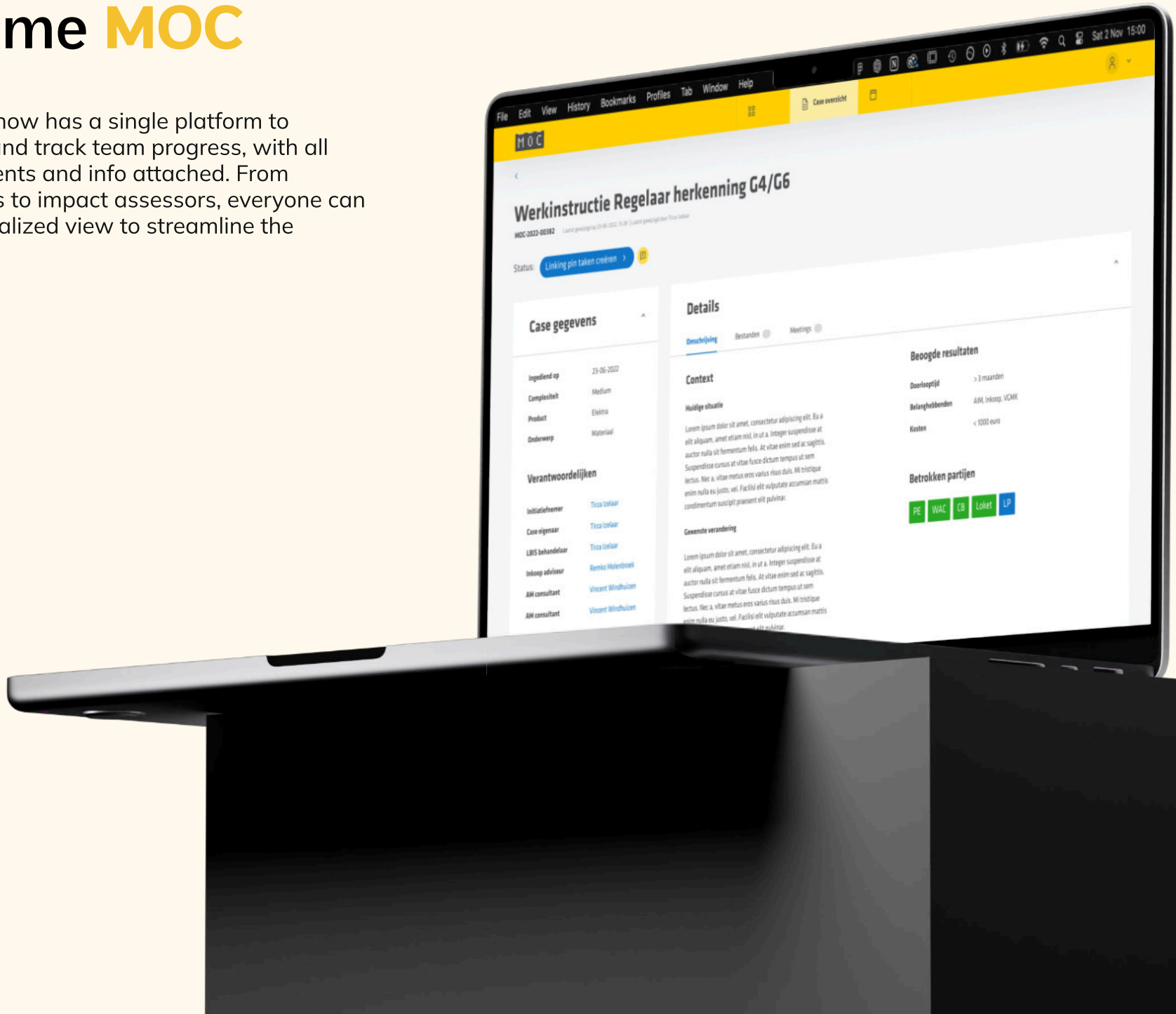
Developers no longer need to worry about styling while building apps, thanks to a design system based on 300 OutSystems UI components. This ensures consistency across future apps and speeds up development significantly.

The screenshot displays the OutSystems design system interface. At the top, the 'outsystems' logo is visible. Below it, there are four rows of button styles: Primary (solid blue), Secondary (blue outline), Disabled (light gray), and Error (solid red). Each row shows a 'Button' and a '+ Button'. Below the buttons, there are five rows of radio button styles: Normal (white), Disabled (light gray), Selected (blue with white center), Disabled selected (light gray with white center), and Error (red outline). At the bottom, there are two examples of top and side menus. The top menu shows a hamburger icon, the 'outsystems' logo, and the text 'outsystems · UI'. The side menu shows the 'outsystems' logo and the text 'outsystems · UI'. A 'Dashboard' link is visible at the bottom left.

The screenshot displays the STEDIN design system interface. At the top, the 'STEDIN^{NET}' logo is visible. Below it, there are four rows of button styles: Primary (solid yellow), Secondary (yellow outline), Disabled (light gray), and Error (red outline with red text). Each row shows a 'Button' and a '+ Button'. Below the buttons, there are five rows of radio button styles: Normal (white), Disabled (light gray), Selected (blue with white center), Disabled selected (light gray with white center), and Error (red outline). At the bottom, there are two examples of top and side menus. The top menu shows a hamburger icon, the text 'Menu', and the 'Priik' logo. The side menu shows the 'Priik' logo and a close icon (X).

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.



De status is gewijzigd!

- Nieuw 08-07-2022
- Beoordeeld voor intake 08-07-2022
- Intake 08-07-2022
- Bespreken binnen PE commissie
 - Sla de PE commissie over voor nu

[Ga naar je Dashboard](#)
[Terug naar de change](#)

Hi Tirza,

[Aanmelden als Linking Pin](#) [Technische wijziging indienen](#)

Over LBIS

Hi collega,

Heb je een technische wijziging die je wilt implementeren en heb je hier hulp bij nodig? Dan ben je op het juiste adres!

LBIS is een afdeling die de standaardstructuur bewaakt en beheert en het Management of Change proces (MOC proces) begeleidt en ondersteunt. Kortom wij faciliteren jou bij het implementeren van wijzigingen en het behouden van standaard.

LBIS zorgt met het MOC proces dat technische wijzigingen op de juiste manier geïmplementeerd en goedgekeurd worden.

Contact gegevens

PM.LBIS@stadin.net

LBIS team

- Bente Niekam Gertsch - MOC behandelaar
- Ivana Gelberikova - MOC behandelaar
- Shamim Gambhirsingh - MOC behandelaar
- Jansen Schippers - MOC vta Beheerder

Jouw changes

Je hebt nog geen changes onder jouw naam.

Meld je aan als Linking Pin of dien een change in om changes onder je te krijgen.

Hi

Jouw changes in het MOC proces

| Nieuw | Intake | PE | WAC | CB | Loket | Linkin Pins | Evaluatie |
|----------------|--------------------------------------|--------------|--------------|--------------------|-------|-------------|----------------|
| Case nummer | Titel | Indien datum | Complexiteit | | | | Case eigenaar |
| MOC-2022-00382 | Montage instructie | 07-10-2022 | Light | Open | | | Tea Clara |
| MOC-2022-00381 | Geneedschap | 18-12-2021 | Medium | Open | | | Ovadia Rubab |
| MOC-2022-00380 | Montage instructie uitvoerbaar inkom | 07-10-2022 | Light | Open | | | Om Rhoedips |
| MOC-2022-00379 | Geneedschap | 18-12-2021 | Medium | Nieuw | | | Juana Nartcha |
| MOC-2022-00374 | Materiaal versnood | 22-07-2022 | Medium | Open | | | Om Rhoedips |
| MOC-2022-00371 | Technische werk-instructie | 18-12-2021 | Complex | Open | | | Zachary Ashwin |
| MOC-2022-00372 | Asset informatie | 22-07-2022 | Medium | Open | | | Sasha Morgan |
| MOC-2022-00369 | Technische werk-instructie | 07-10-2022 | Complex | Open | | | Zachary Ashwin |

Alle cases

| Productsoort | Ordervervolg | Complexiteit | Indien datum | Status | Case eigenaar | LBIS behandelaar | Intake eigenaar |
|----------------------------|--------------|--------------|-----------------------|----------------|----------------|------------------|-----------------|
| Geneedschappen | Light | 07-10-2022 | Open | Tea Clara | Om Rhoedips | Om Rhoedips | |
| Materiaal: Proceswijz... | Medium | 18-12-2021 | MOC Case intake | Ovadia Rubab | Zachary Ashwin | Zachary Ashwin | |
| Wet 6 regelgeving | Light | 07-10-2022 | Open | Om Rhoedips | Tea Clara | Tea Clara | |
| Veiligheidsbeleid | Medium | 18-12-2021 | MOC Case intake | Juana Nartcha | Ovadia Rubab | Ovadia Rubab | |
| Kwaliteitsbeleid | Medium | | | Om Rhoedips | Ati Regis | Ati Regis | |
| Geneedschappen: Wet ... | Medium | | | Zachary Ashwin | Elena Finuzeh | Elena Finuzeh | |
| Kwaliteitsbeleid, Cere... | Light | | | Sasha Morgan | Sasha Morgan | Sasha Morgan | |
| Materiaal: Proceswijz... | Medium | | | Zachary Ashwin | Juana Nartcha | Juana Nartcha | |
| Veiligheidsbeleid | Medium | 22-07-2022 | MOC Case intake | Tea Clara | Tea Clara | Tea Clara | |
| Geneedschappen | Complex | 18-12-2021 | Open | Ovadia Rubab | Ovadia Rubab | Ovadia Rubab | |
| Proceswijzigingen | Light | 22-07-2022 | Linkin Pin uitstellen | Ati Regis | Ati Regis | Ati Regis | |
| Kwaliteitsbeleid, Proce... | Medium | 07-10-2022 | Open | Elena Finuzeh | Elena Finuzeh | Elena Finuzeh | |
| Veiligheidsbeleid: Wet... | Medium | 22-07-2022 | PE bespreking | Ati Regis | Ati Regis | Ati Regis | |
| Materiaal | Complex | 07-10-2022 | Open | Zachary Ashwin | Zachary Ashwin | Zachary Ashwin | |

Agenda

Plan een meeting

WAC meeting

[Verwijder afspraak](#)

Details

Locatie: Microsoft Teams vergadering

Datum: 07-07-2022

Tijden: 11:00 - 12:00

Aangemaakt door: Tirza Izelaar

Agenda

Concept

- Concept
- Definitief

Voorzitter

Modelingen

Te bespreken changes

| Change Nummer | Change naam | Change eigenaar |
|----------------|--|-----------------|
| MOC-2022-00380 | Werk-instructie plaatsen wisselen en afnemen E-meters Gebenande objecten | Ronald Rieken |
| MOC-2022-00377 | Werk-instructie plaatsen wisselen en afnemen E-meters (wijziging LBIS-W-E-014) | Ronald Rieken |
| MOC-2022-00374 | Werk-instructie plaatsen wisselen en afnemen E-meters (wijziging LBIS-W-G-017) | Ronald Rieken |

Notificaties

- Er is een nieuw verzoek ingediend.
 - MOC-2022-00380
 - Werk-instructie Regelaar herkenning CA/GS
- Alle impact is ingevuld.
 - MOC-2022-00382
 - Werk-instructie Regelaar herkenning CA/GS
- Alle linkin pin taken zijn vervuld.
 - MOC-2022-00382
 - Werk-instructie Regelaar herkenning CA/GS
- Vandaag is de WAC meeting.
 - MOC-2022-00380
 - Werk-instructie Regelaar herkenning CA/GS
- Je bent LBIS behandelaar geworden.
 - MOC-2022-00380
 - Werk-instructie Regelaar herkenning CA/GS
- Er is een nieuw verzoek ingediend.
 - MOC-2022-00382
 - Werk-instructie Regelaar herkenning CA/GS
- Er is een nieuw verzoek ingediend.
 - MOC-2022-00382
 - Werk-instructie Regelaar herkenning CA/GS
- Alle linkin pin taken zijn vervuld.
 - MOC-2022-00382
 - Werk-instructie Regelaar herkenning CA/GS
- Je change is goedgekeurd door CB.
 - MOC-2022-00380
 - Werk-instructie Regelaar herkenning CA/GS
- Je bent LBIS behandelaar geworden.
 - MOC-2022-00380
 - Werk-instructie Regelaar herkenning CA/GS

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

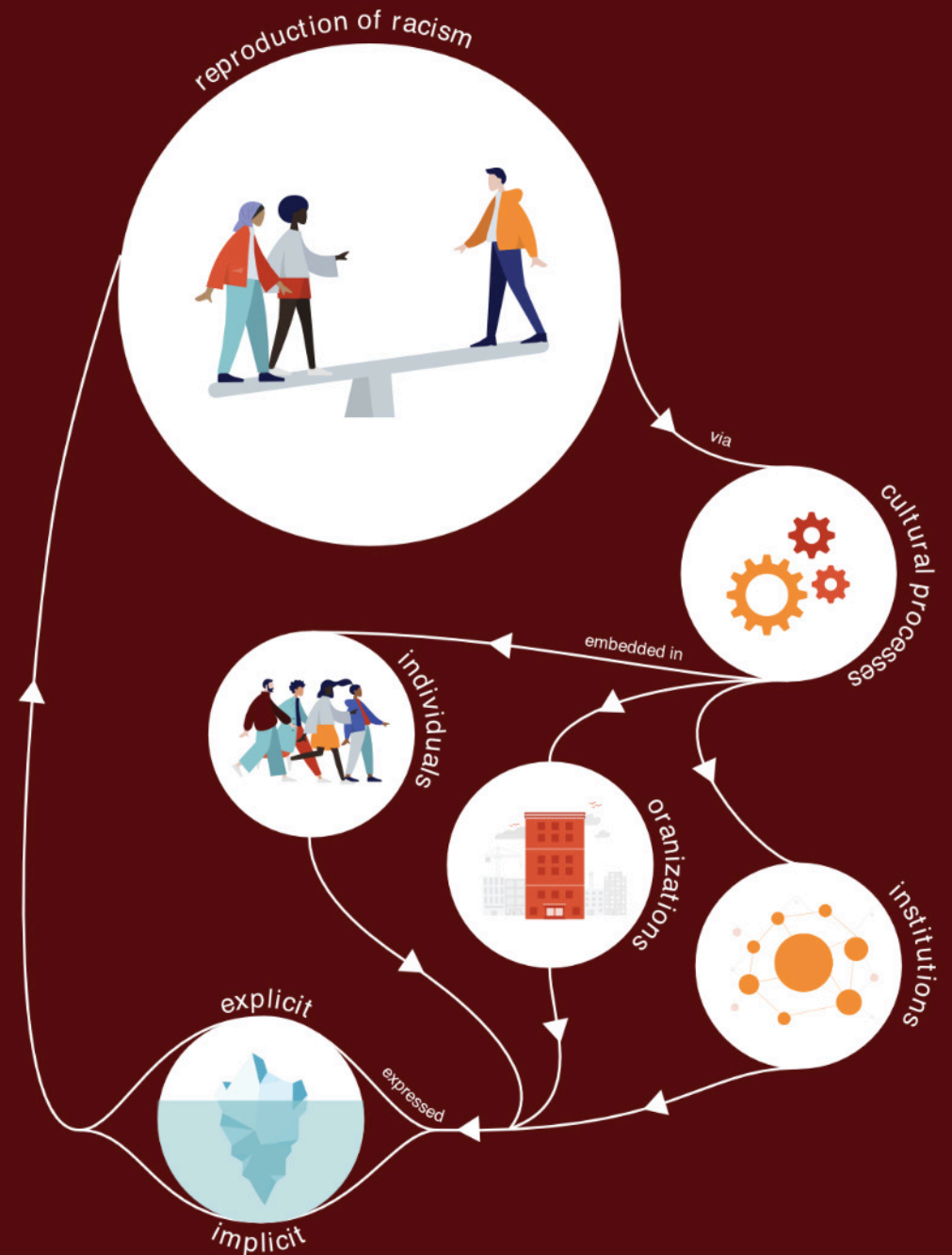
Prototype (P5 and Adobe XD)

Usability testing

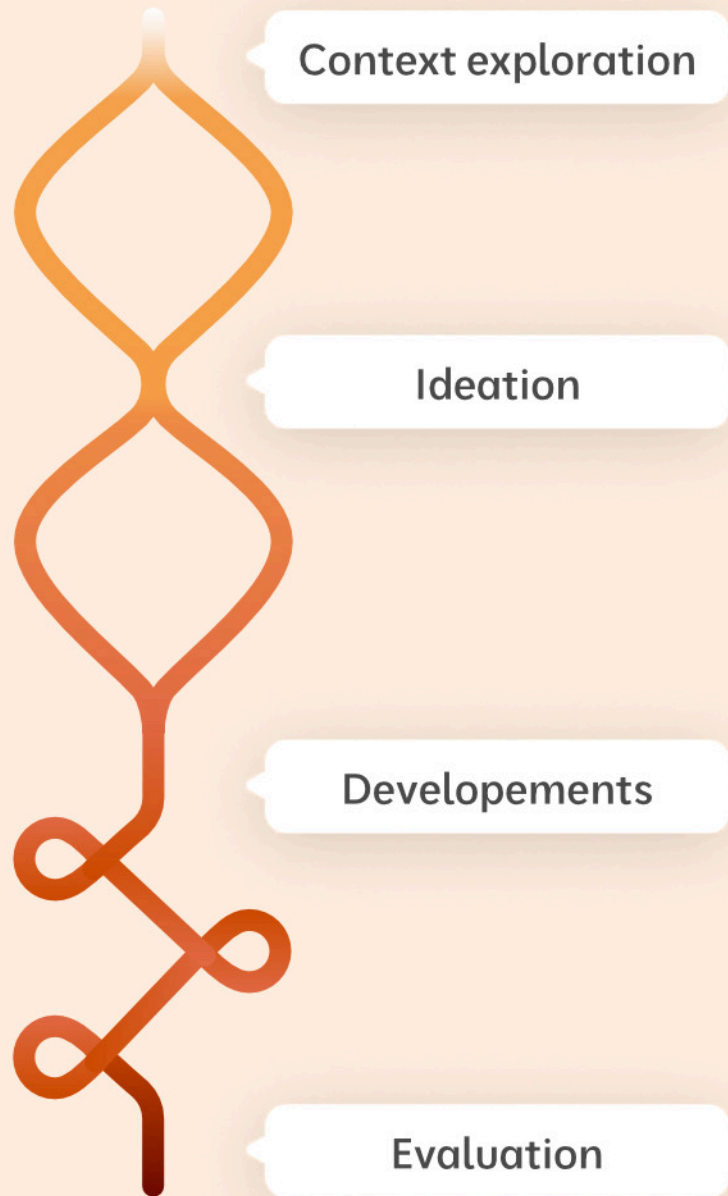


Challenge

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.

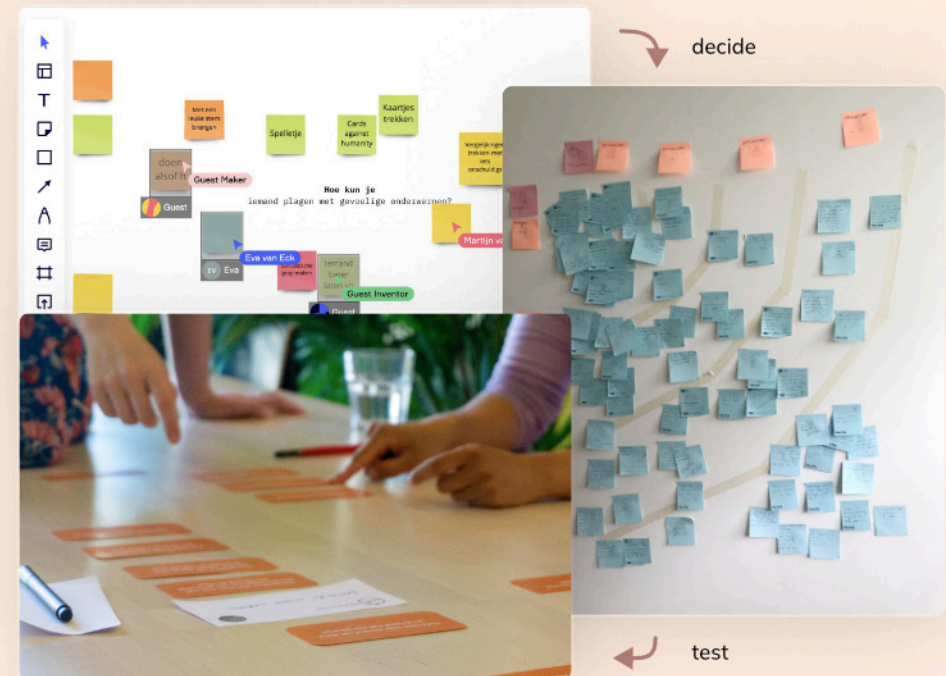


Process



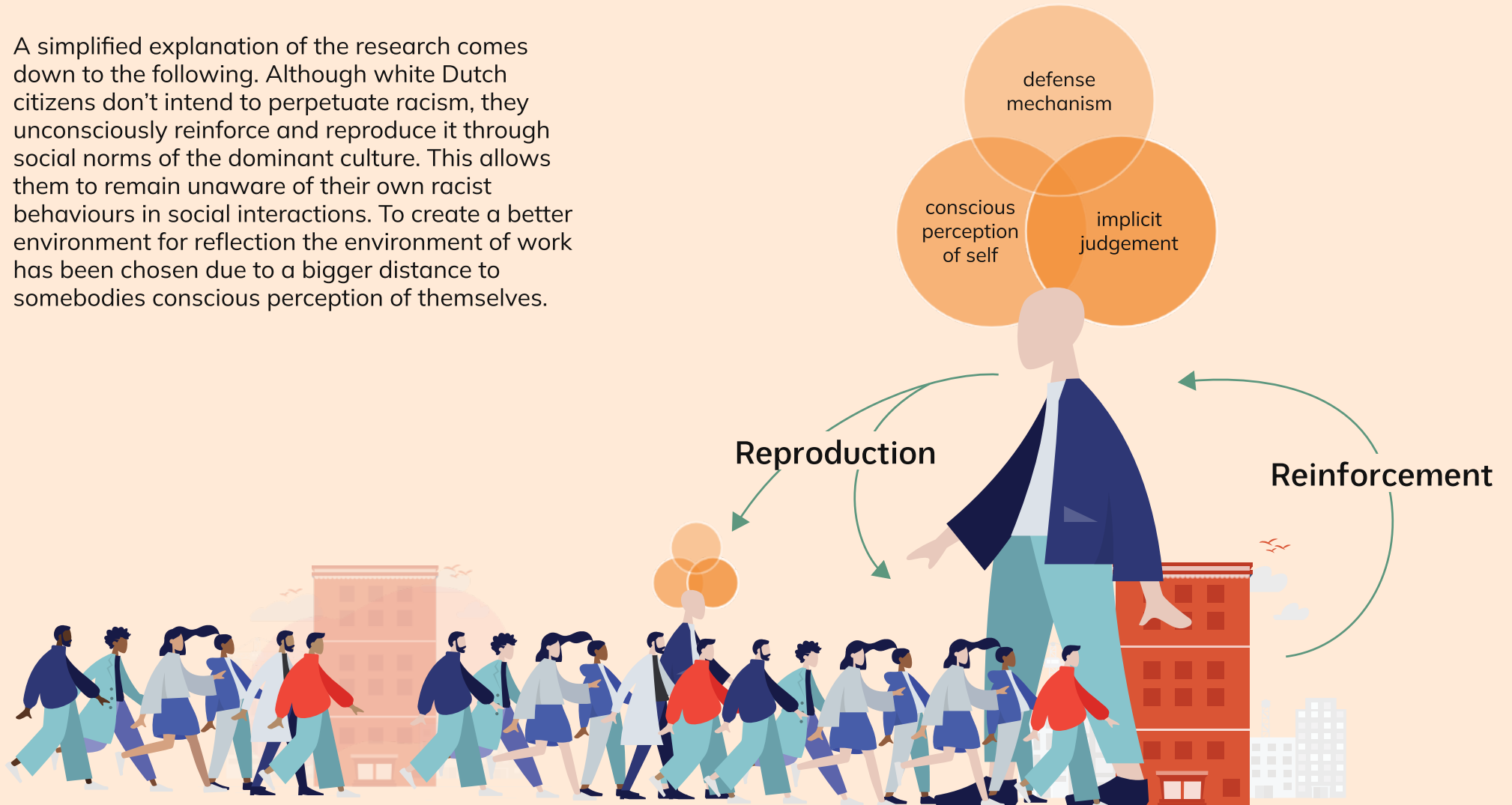
An iterative process was used based on the double diamond design method, moving the the project through phases of divergence and convergence to arrive at the final design. It began with a context exploration, uncovering insights into systemic racism in the Netherlands, desired behaviours, motivations,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



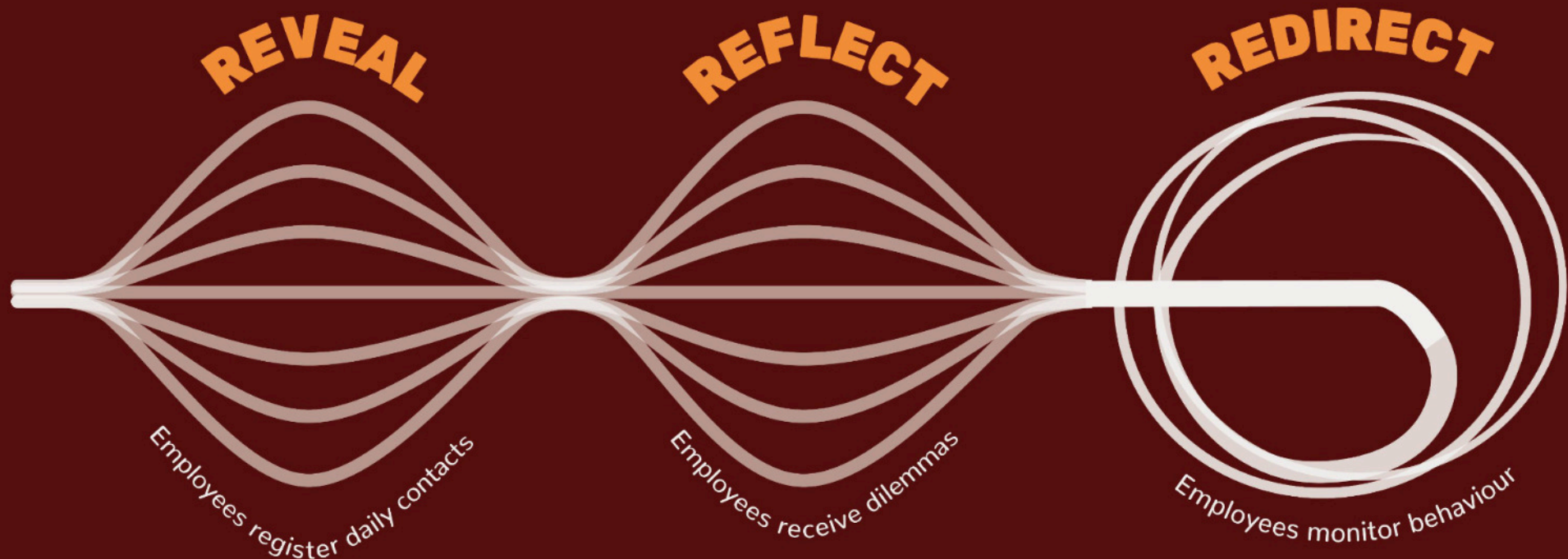
Outcome Research

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.



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.

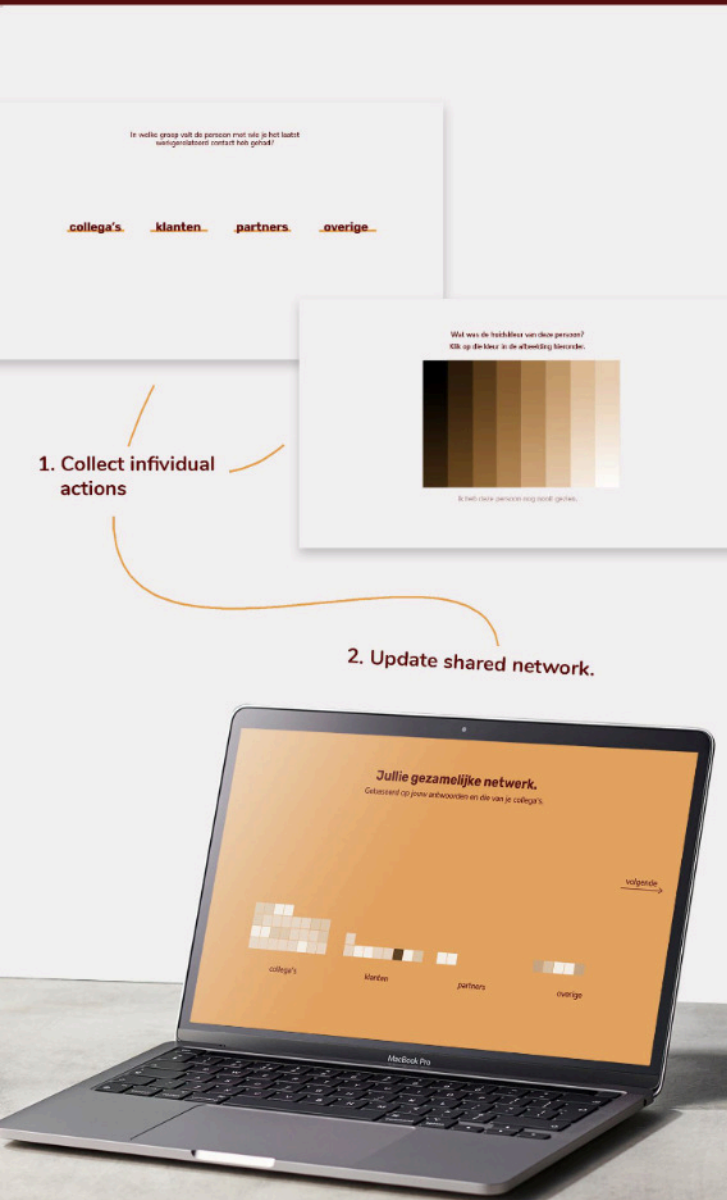


Reveal

the organization's network

1. Collect individual actions

2. Update shared network.



Reflect

on the apparent ordinary



Redirect

unintended and undesired behaviour

