Hei hyggelig å møte deg!

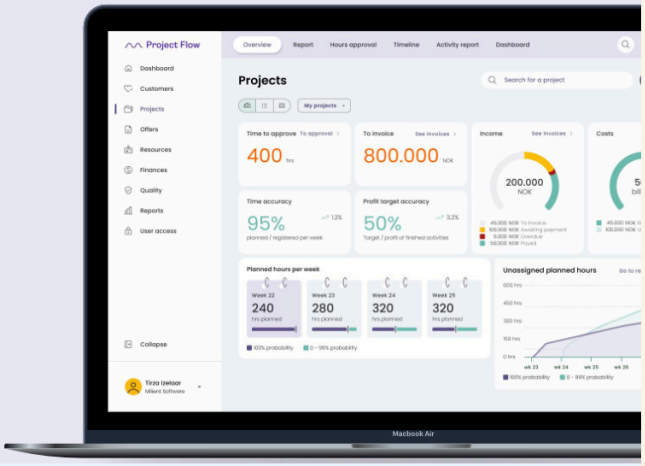
Man skal ikke skue hunden (og meg) på hårene

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.

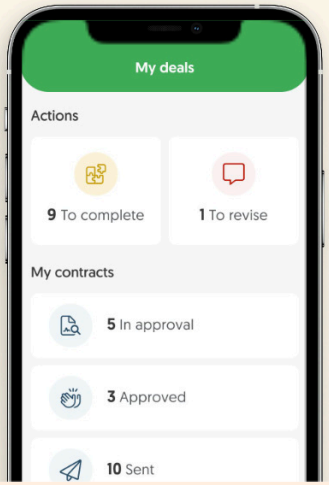


Enjoy my projects

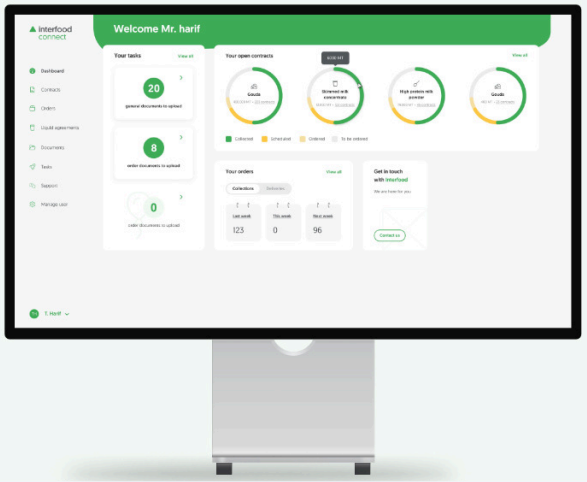
01 Project flow



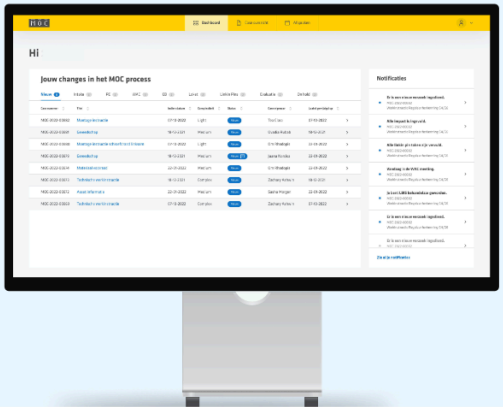
02 Interfood CMA



03 Interfood Connect



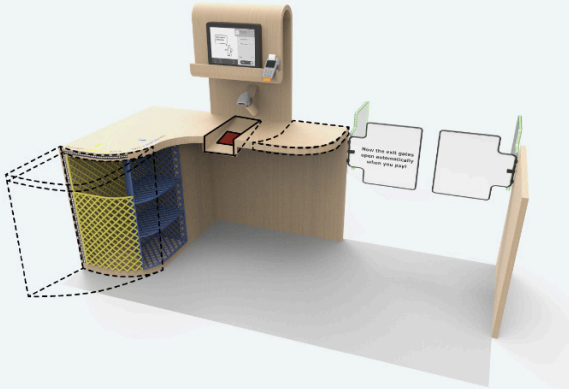
04 Management of change



05 REcolor



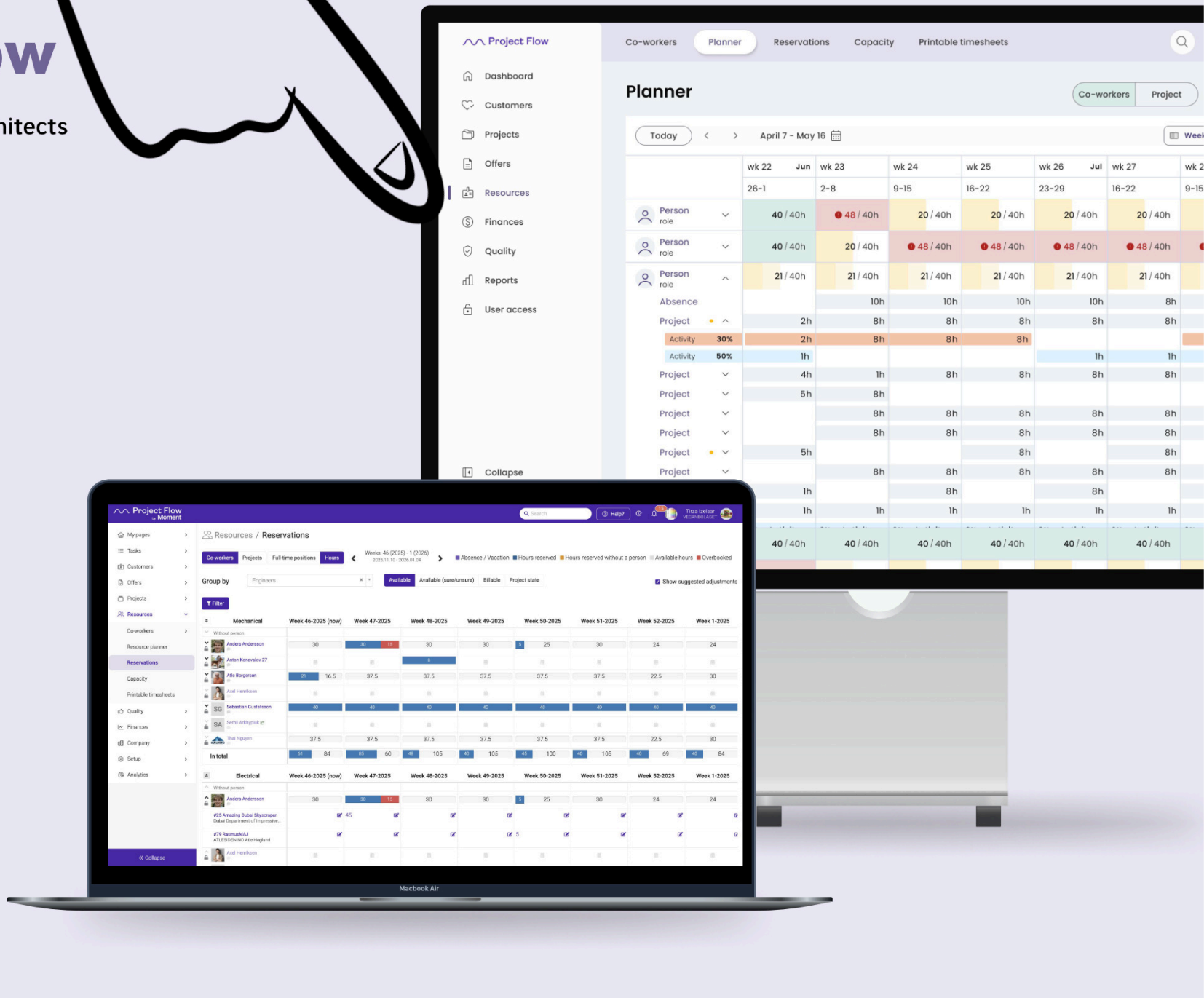
06 Careless checkout



01

Project Flow

A one shop software for architects to manage projects.



My role

UX designer

Applied skills & methods

Sitemapping
User flows
Detailling
Feature concepts
Write User stories & follow up
Improve Design System

Context

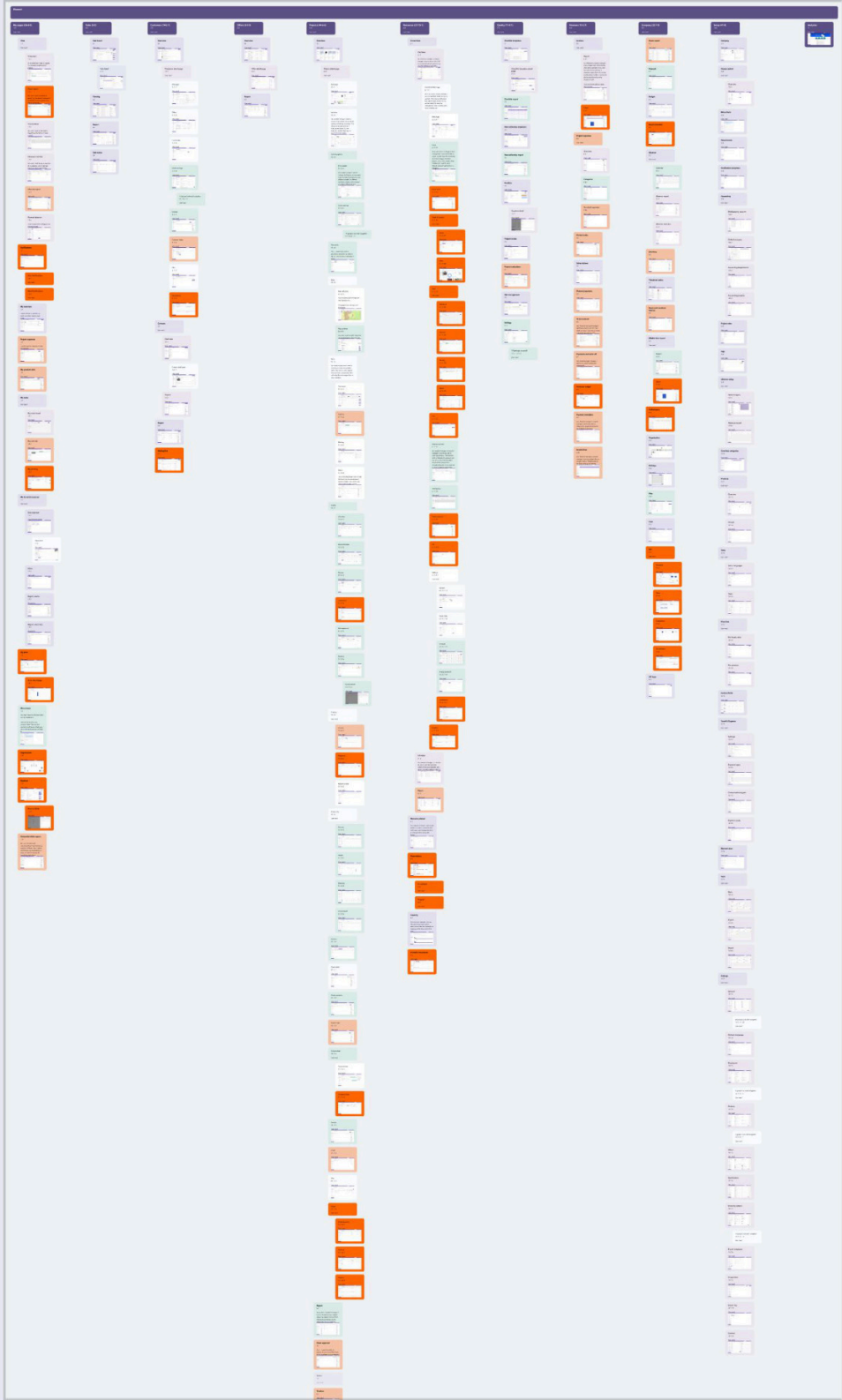
Working with a product that has been around for more than ten years without a designer has given me a front row seat to some interesting design challenges. The product itself has barely changed, the enterprise customers have a strong influence on what gets built and the customers who are close to churning also carry a lot of weight. Add limited development capacity and the lack of a proper customer feedback process, and you have a situation where planned improvements easily get replaced by urgent requests.

For me as a designer this means balancing three things at once. I design small, time sensitive requests that need to be shipped quickly, while also exploring what a future overhaul could look like, and I try to sneak in pieces of that future vision whenever the opportunity appears. It has taught me how to work pragmatically trying to do so without losing sight of the bigger picture, and prepare to move a product forward even when the conditions are less than ideal.

Analyse current Sitemap

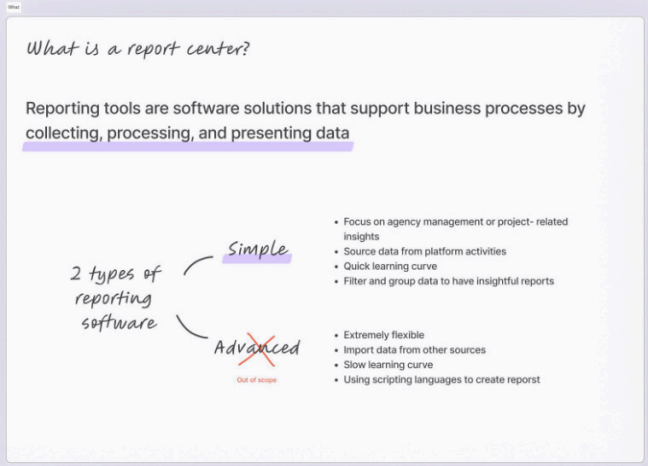
To start somewhere I have mapped how big Moment actually is. Next I sat down with customer facing colleagues and the PO to see if every page is still in use as we did not have any software in place to determine usage.

Sorry for the blurry picture, it was a big sitemap haha

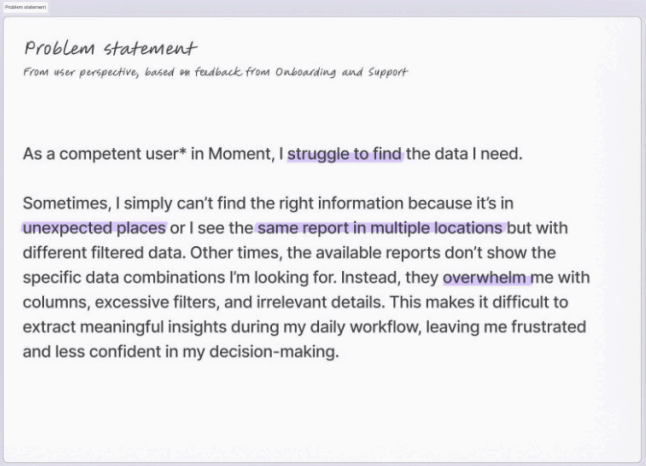


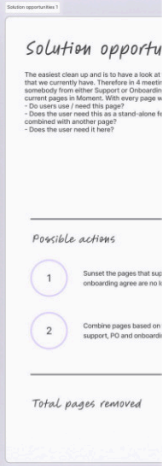
Investigate impact

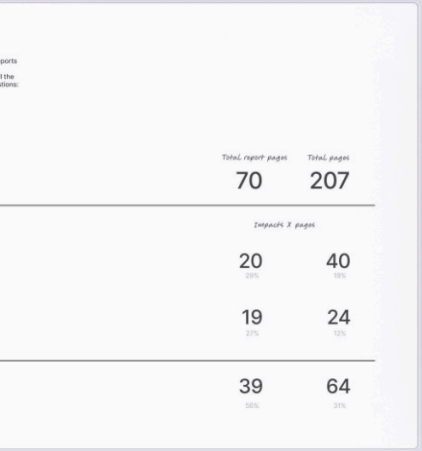
Our head of product had the idea a report centre will be a great step to improve the user experience of Moment. My assignment was to discover what the problem is with all reports and what the benefit would actually be if we changed it.



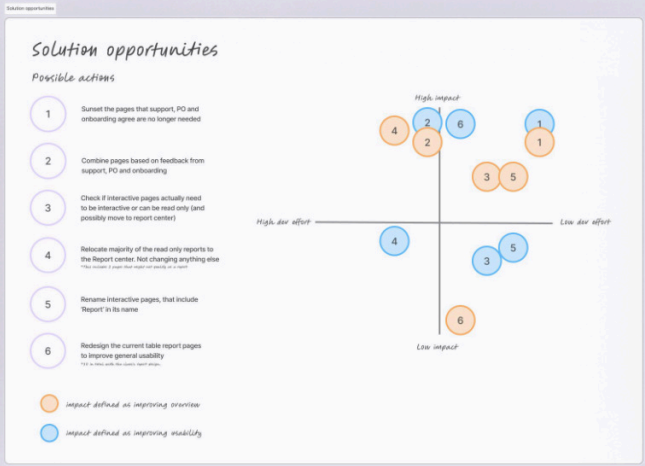


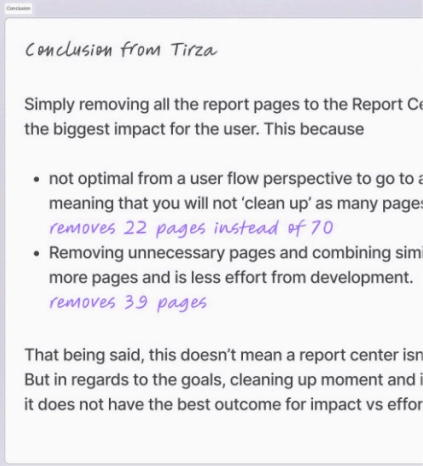






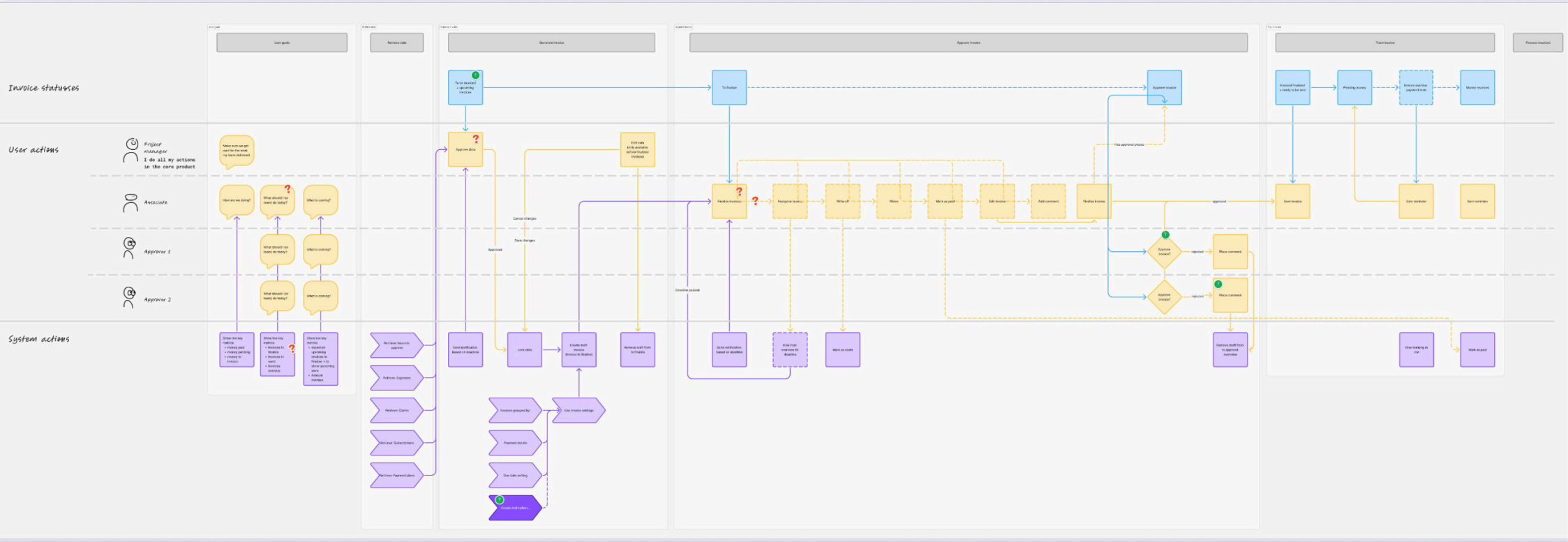






Improve Flow by flow

Whenever I receive a bigger user story I like to get a grasp of the user flow before I start on any designs. This to see what actions are expected from them, if they are dependent from somebody else doing an action and how the system can do work for them. I base a flow either from the current product, customer facing colleagues or the PO, then start to look for improvements.

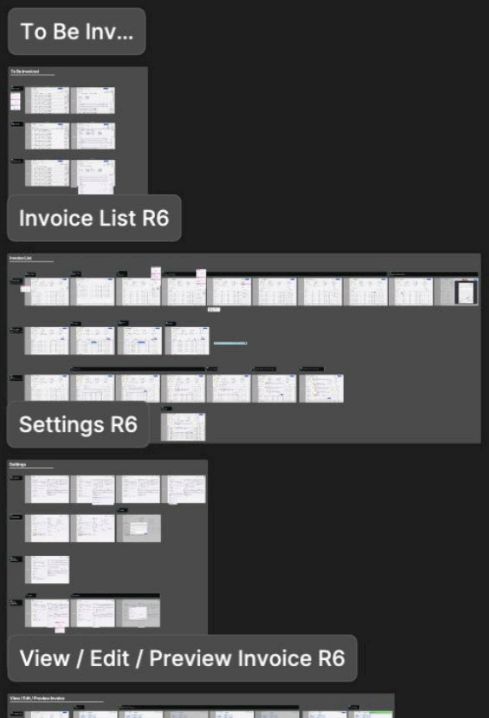


Interation after interation after iteratio

A design is never really done, so I like to involve the right stakeholders and refine it through a few focused rounds. Sometimes I start in wireframes, but with a solid design system it is often just as fast to work directly in UI. Lately I also use a quick Figma Make round to communicate ideas or directions early to the product owner.

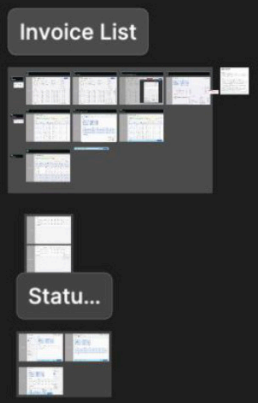
Version 0.0

Quick concept I received from Head of Design



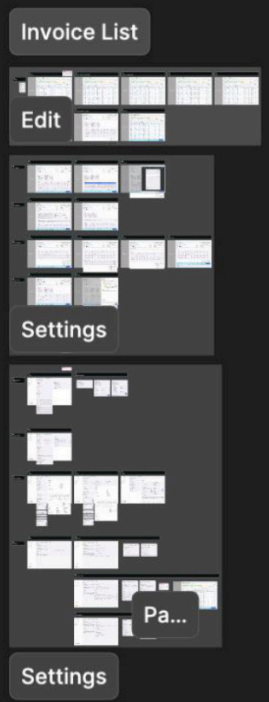
Version 1.0

Exploration of overview pages after reading User Stories and creating a user flow.



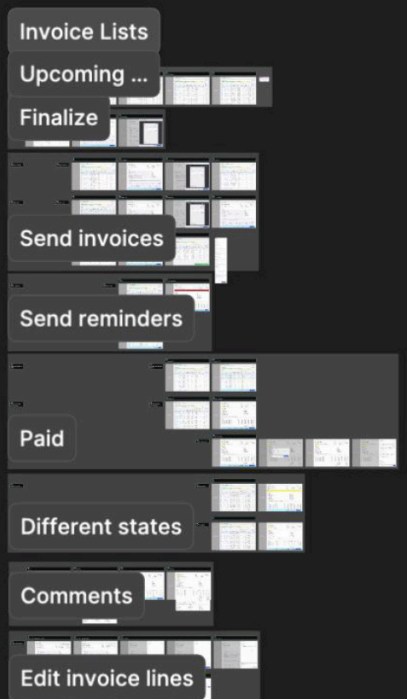
Version 2.0

Version after discussing with Product owner

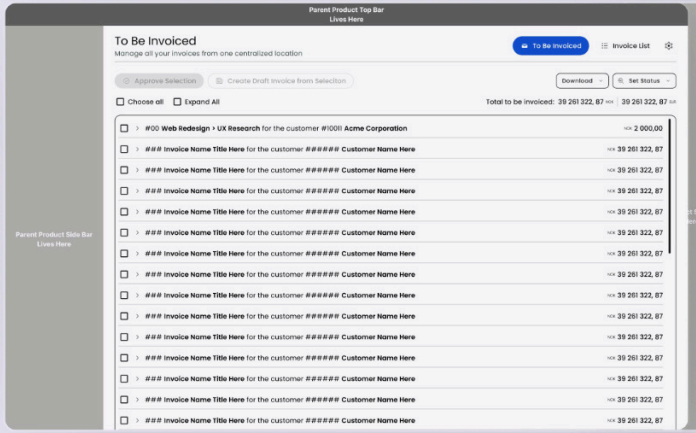


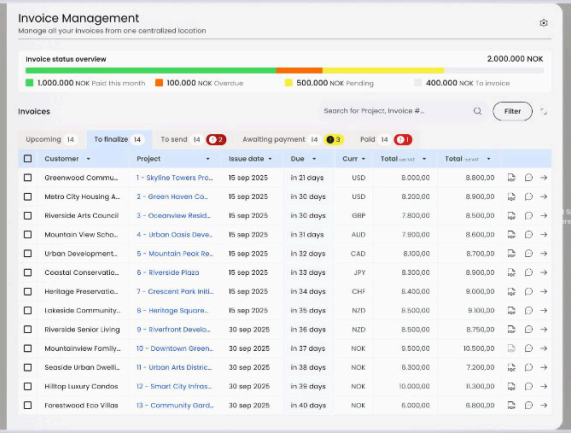
Version 3.0

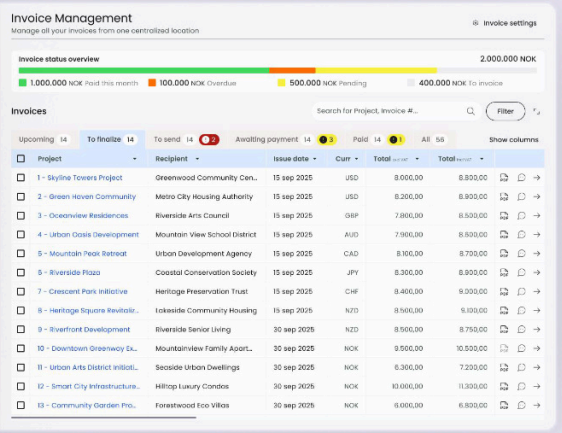
Version after feedback from our onboarding Team



Invoice overview







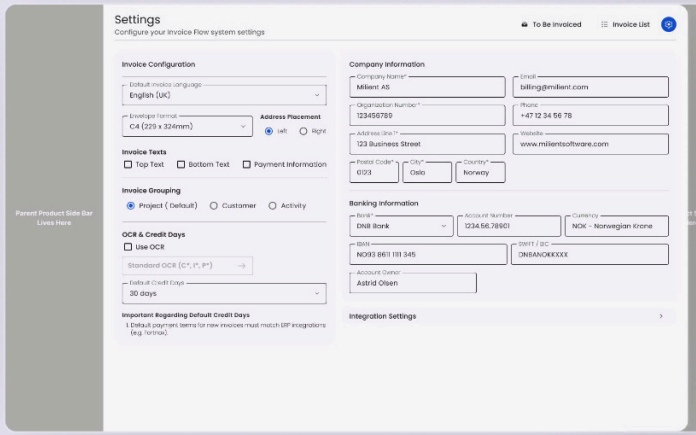
Version 0.0

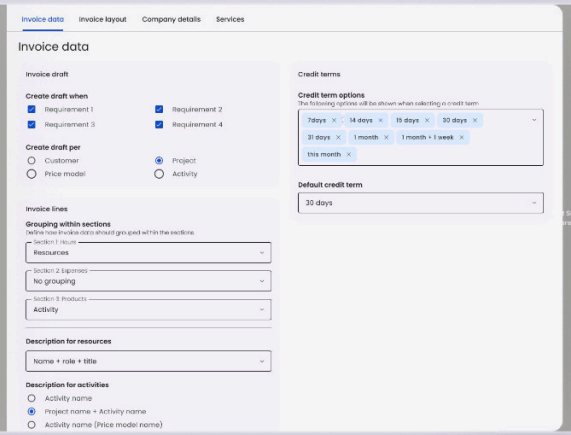
Version 1.0

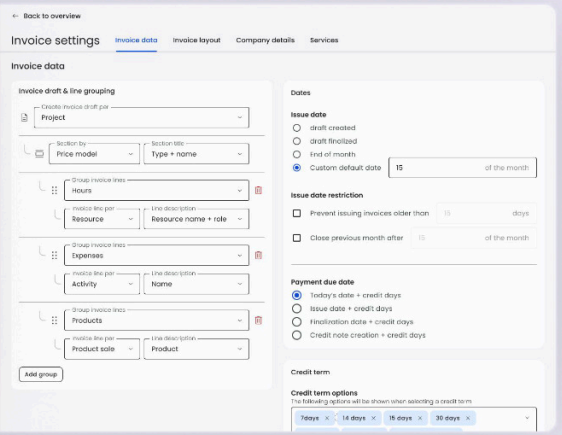
After reading User Stories
and creating a user flow.

Version 1.0

Invoice settings

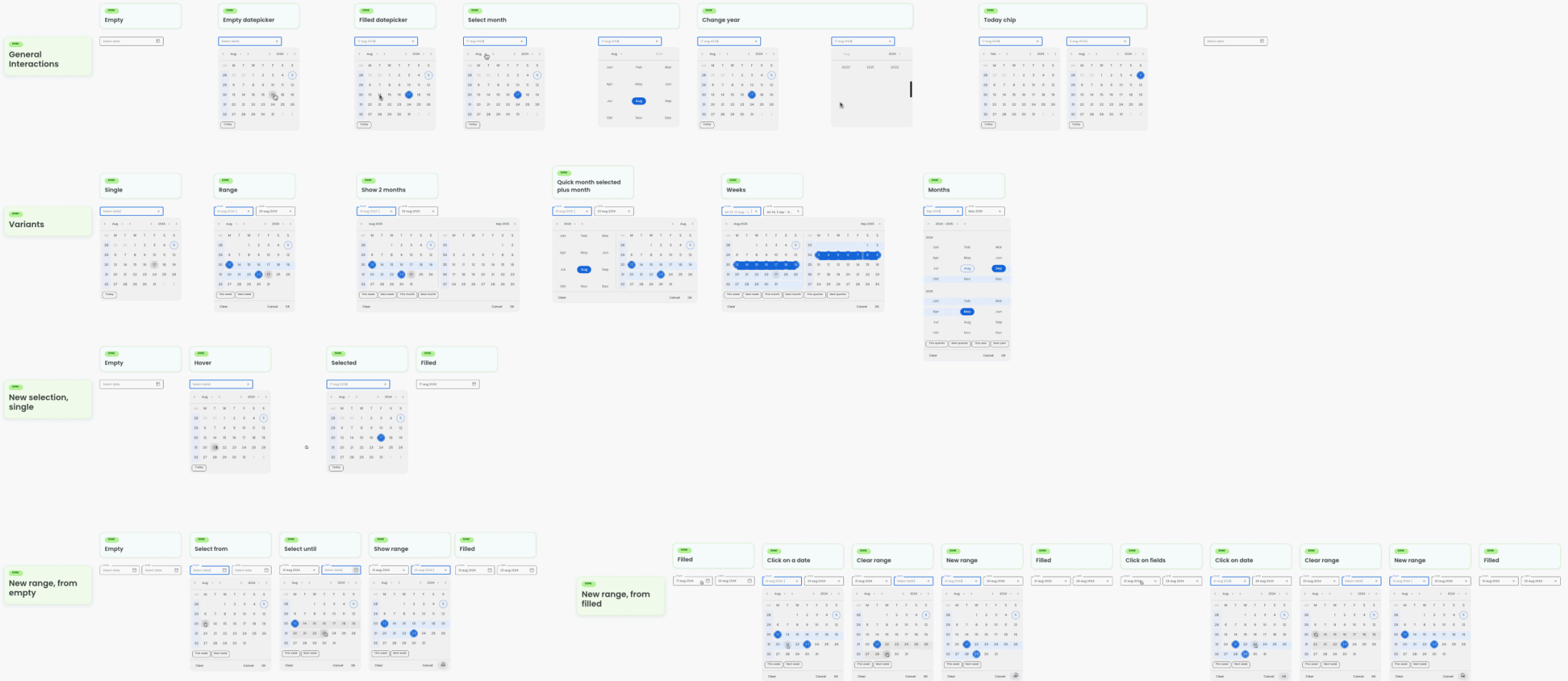






Consistency through Design systems

Milient has five products and is always on the lookout for new additions to the portfolio. In the future we want to move towards one global Design System. We used the Material Design system as a base and I continuously create new global components, explore local components and added new states.




This item needs attention!
Title
Title
Title
Title
Title
Title
Title
Title
Title
Title
Title
Title
Title
Title
Title
Title
50%
metric
00 hrs Metric A
00 hrs Metric B
00 hrs Metric C
50%
metric
00 hrs Metric A
00 hrs Metric B
00 hrs Metric C
Aug 2025
Sep 2025
This week
Next week
This month
Next month
This quarter
Next quarter
Clear
Cancel
OK
2024
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Okt
Nov
Dec
This quarter
Next quarter
This year
Next year
Clear
Cancel
OK
Label
From
Select date
Until
Select date
Hours
00
hrs
Total hours
00
hrs
Percentage
00
%
Project Flow
Dashboard
Customers
Projects
Offers
Resources
Finances
Quality
Reports
User access
Title
Filter 1
Available
Fully booked
Overbooked
Filter 2
Roles
Delete
Header 1
Label
Text
000
Multipl...
+00
Header 1
Text
Header 1
Text
Header 1
Text

Collaborate with dev

Check design with dev

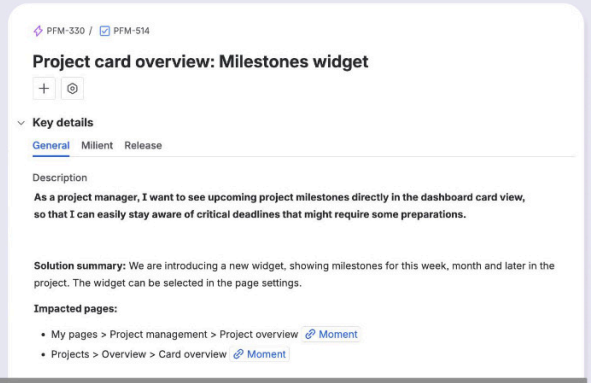
Write User story

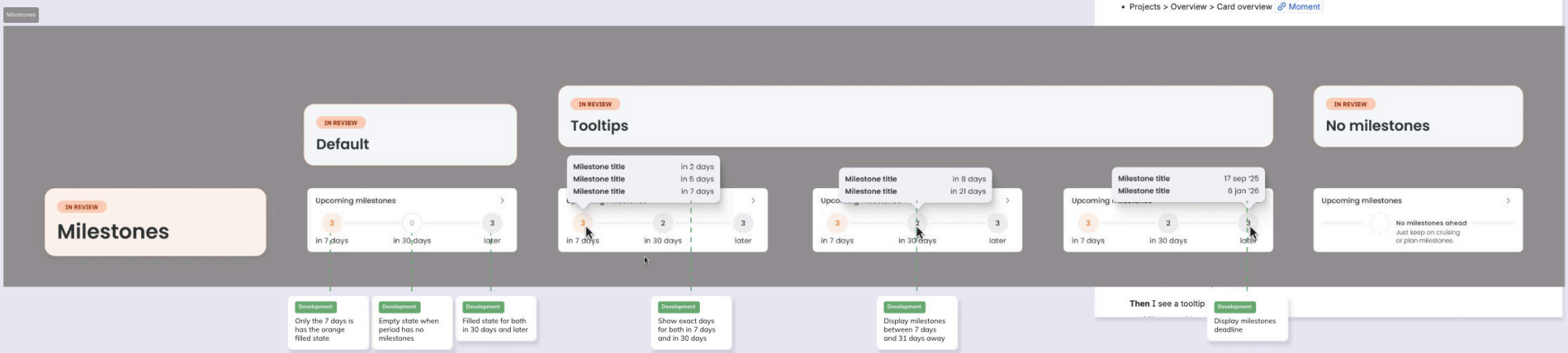
Add dev notes

Possible designs changes during dev magic

Testing & Inspect mode

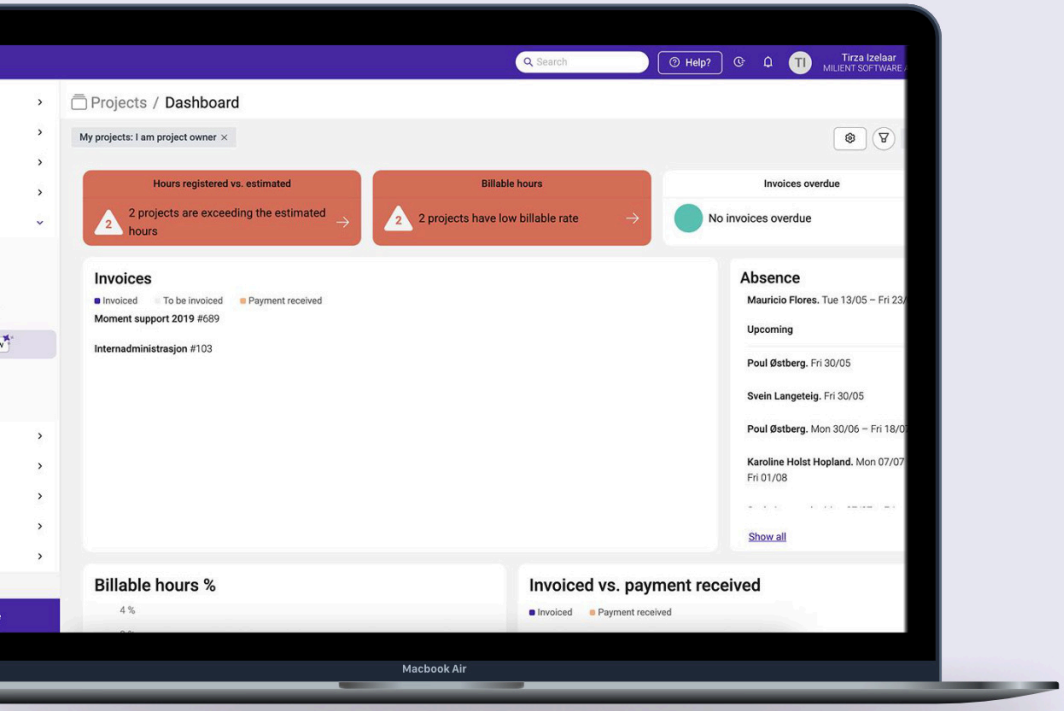
To avoid designing unicorns I like to give developers a couple of options that both work for the user, with at least one that is easier to build. Once we agree on the solution I add clear dev notes and attach everything to the user story in Jira. I sometimes write the user stories myself and honestly enjoy it, since it feels like making a very organized shopping list. ChatGPT helps me polish them into the GWT format our devs prefer. When the implementation is ready I review it in inspect mode, although there is always a bit of slack since I design with the future design system and the devs do not have access to that yet.

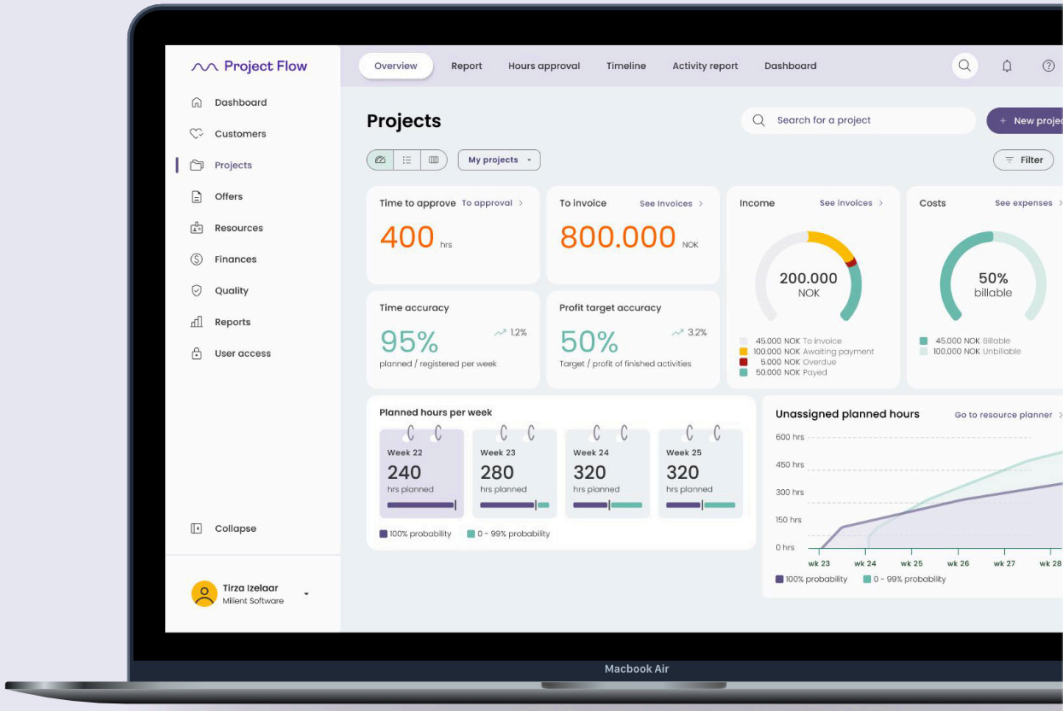




Explore the future

Almost every page in Moment can deserve some love and attention, because they did not have a designer for a long time. So whenever I got a smaller request to add something on any page in Moment, I always asked if I could also explore an overall improvement. The PO's always got exited seeing the explorations, but sadly it would take a while before they could prioritise bigger changes.





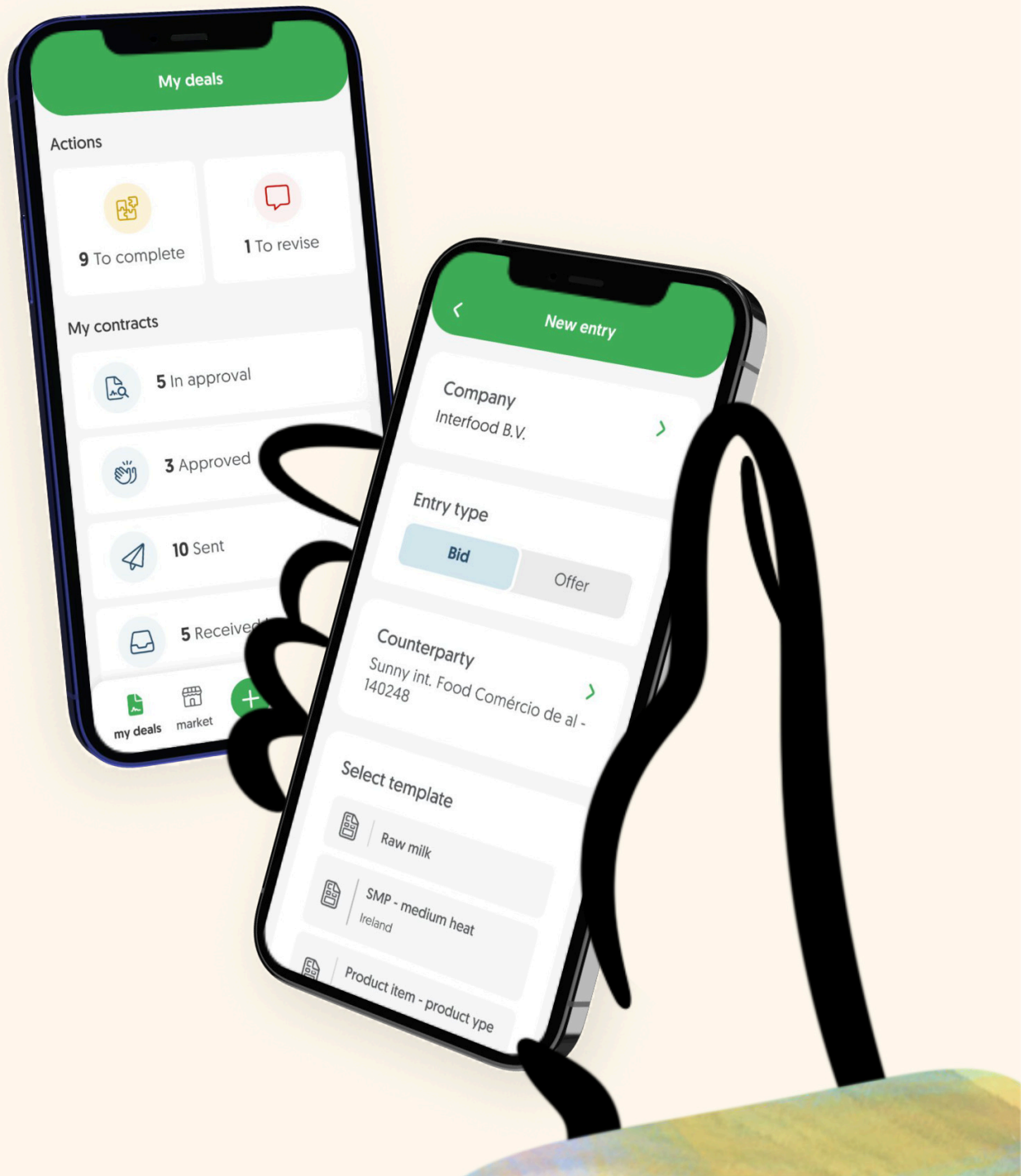
Credits to Daan and Estèlle for processing my user stories into the design of these pages



02

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

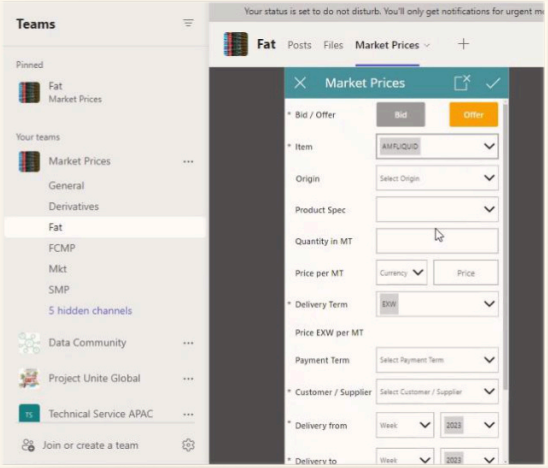
With the design and business rules in place, I finalized the user story for development estimation. In collaboration with the Product Owner, I suggested priorities based on user feedback, while she balanced these with its development effort.

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+UoM	Enter FIX as volume, you should not be able to have more then 2 decimals		
11	Volume+UoM	Is this the UoM you expected?		
12	Delivery date	Select a delivery period from FIX to FIX		
13	Delivery date	How did you select it? Why that option?		

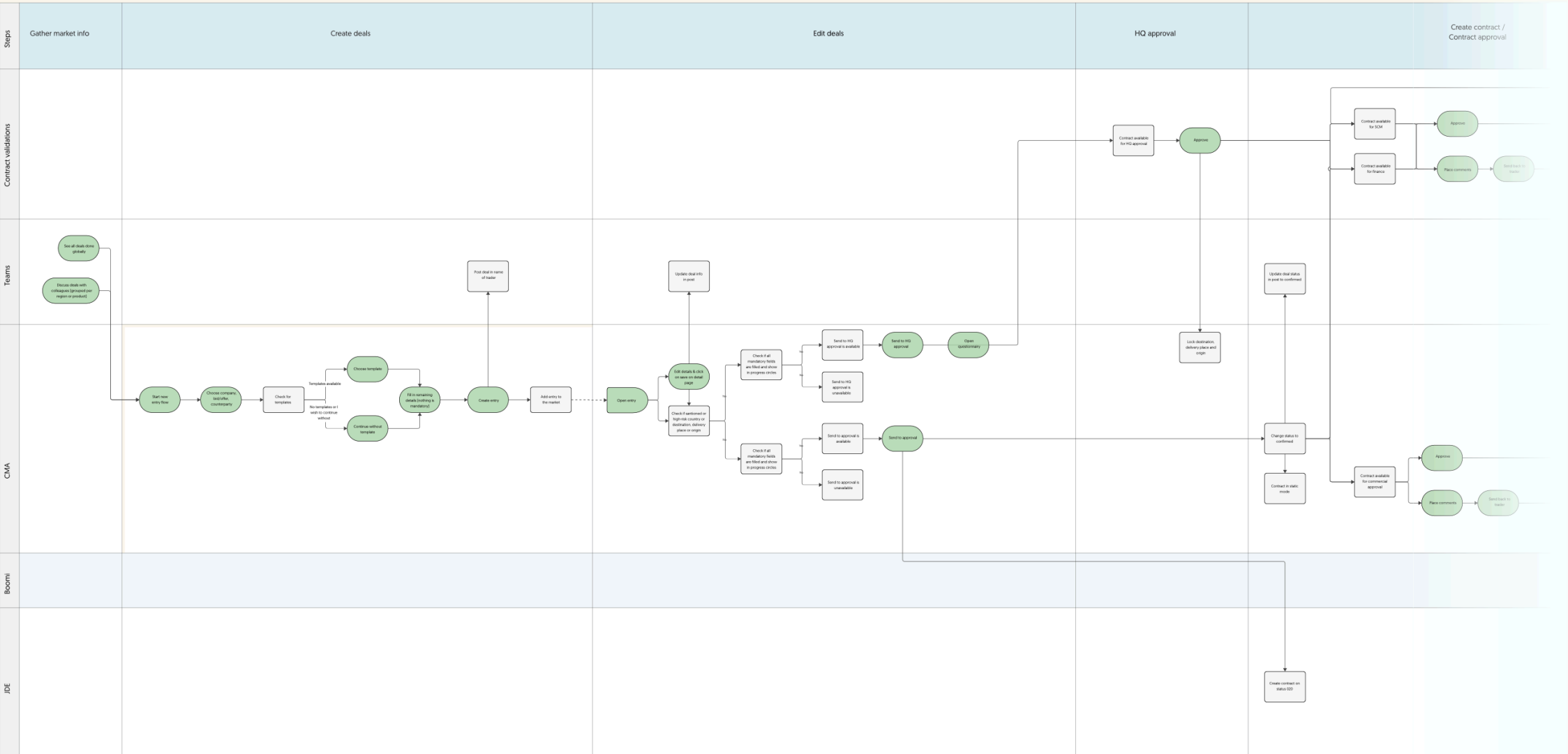
User acceptance testscript for bigger new feature

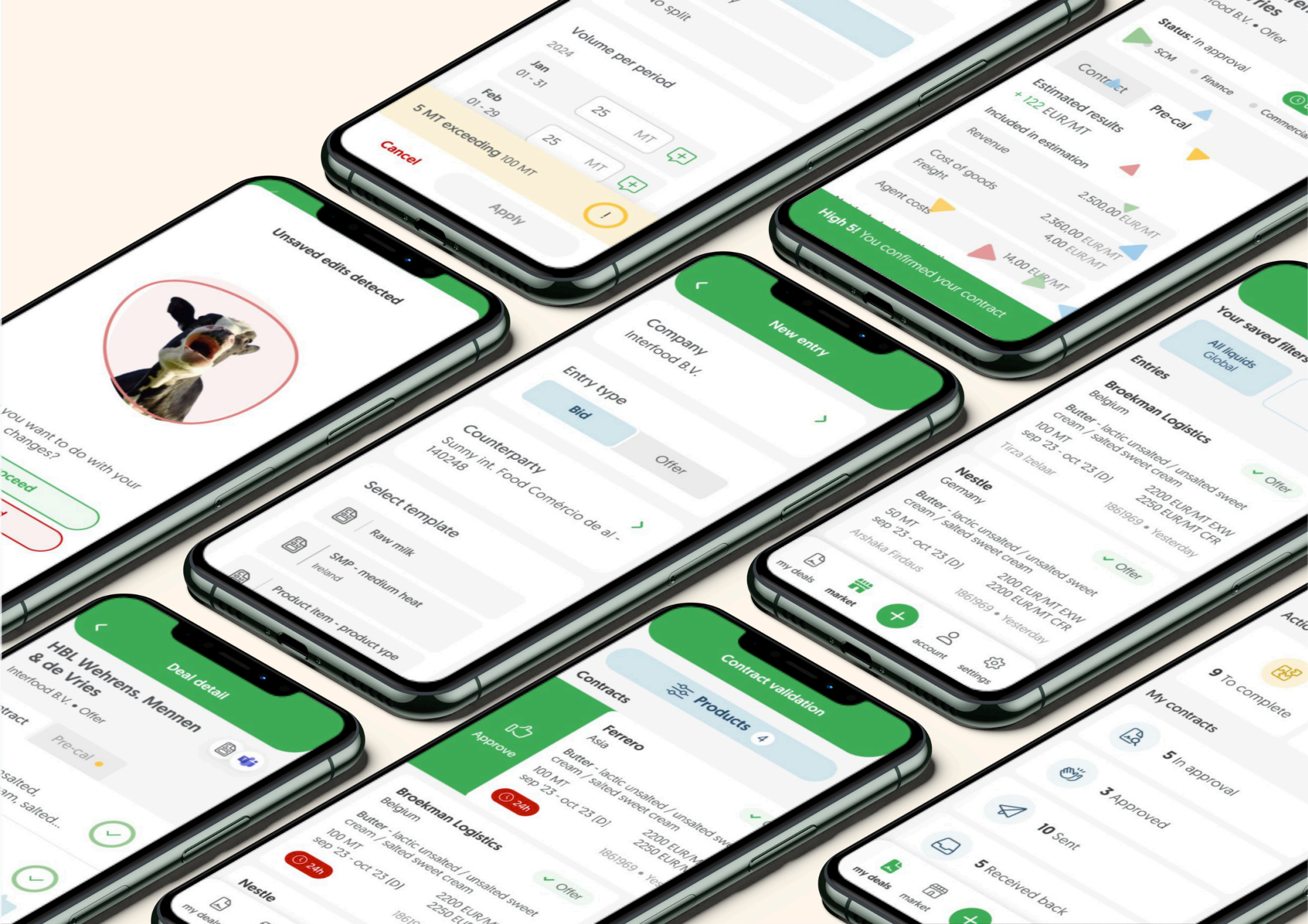


Training for new users

Outcome Traders

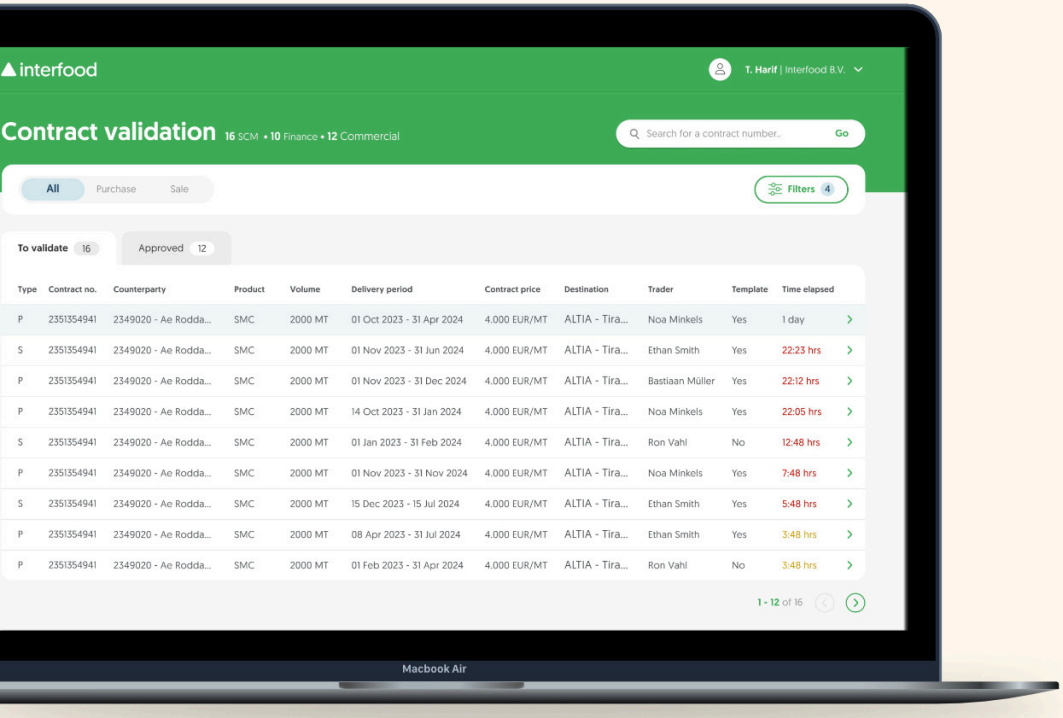
Bam! CMA was born. In just 15 clicks on their mobile, a contract is created and shared with colleagues. Traders simply fill in the required fields, and we handle the rest in the background—well, it's more logic than magic, but you get the idea. Here's a sneak peek below.

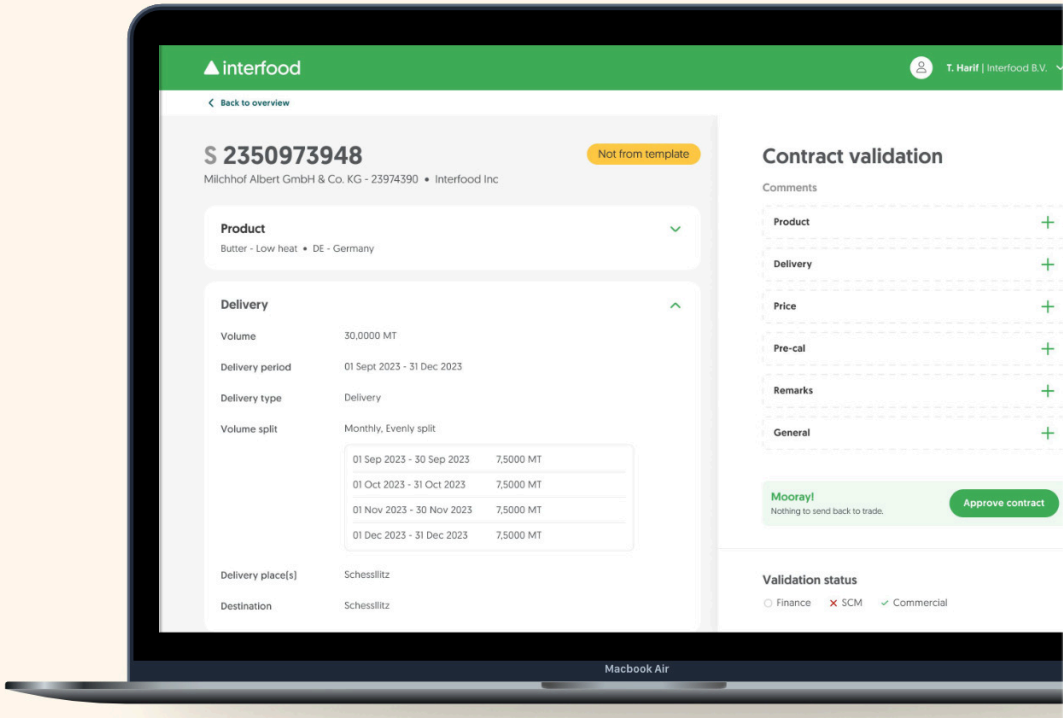



Volume per period
2024
Jan
01 - 31
Feb
01 - 29
25 MT
25 MT
5 MT exceeding 100 MT
Cancel
Apply
Status: In approval
SCM
Finance
Contract
Pre-cal
Estimated results
+ 122 EUR/MT
Included in estimation
Revenue
Cost of goods
Freight
Agent costs
2,500.00 EUR/MT
2,360.00 EUR/MT
4.00 EUR/MT
14.00 EUR/MT
High 5! You confirmed your contract
Unsaved edits detected
you want to do with your changes?
Company
Interfood B.V.
New entry
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
100 MT
sep '23 - oct '23 (D)
Tirza Izelaar
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
1861969 • Yesterday
my deals
market
account
settings
Deal detail
HBL Wehrens, Mennen & de Vries
Interfood B.V. • Offer
Pre-cal
Contract validation
Contracts
Products 4
Approve
Ferrero
Asia
24h
2200 EUR/MT
2250 EUR/MT
Nestle
Actio
9 To complete
My contracts
5 In approval
3 Approved
10 Sent
5 Received back
my deals
market

Outcome Approvers

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.

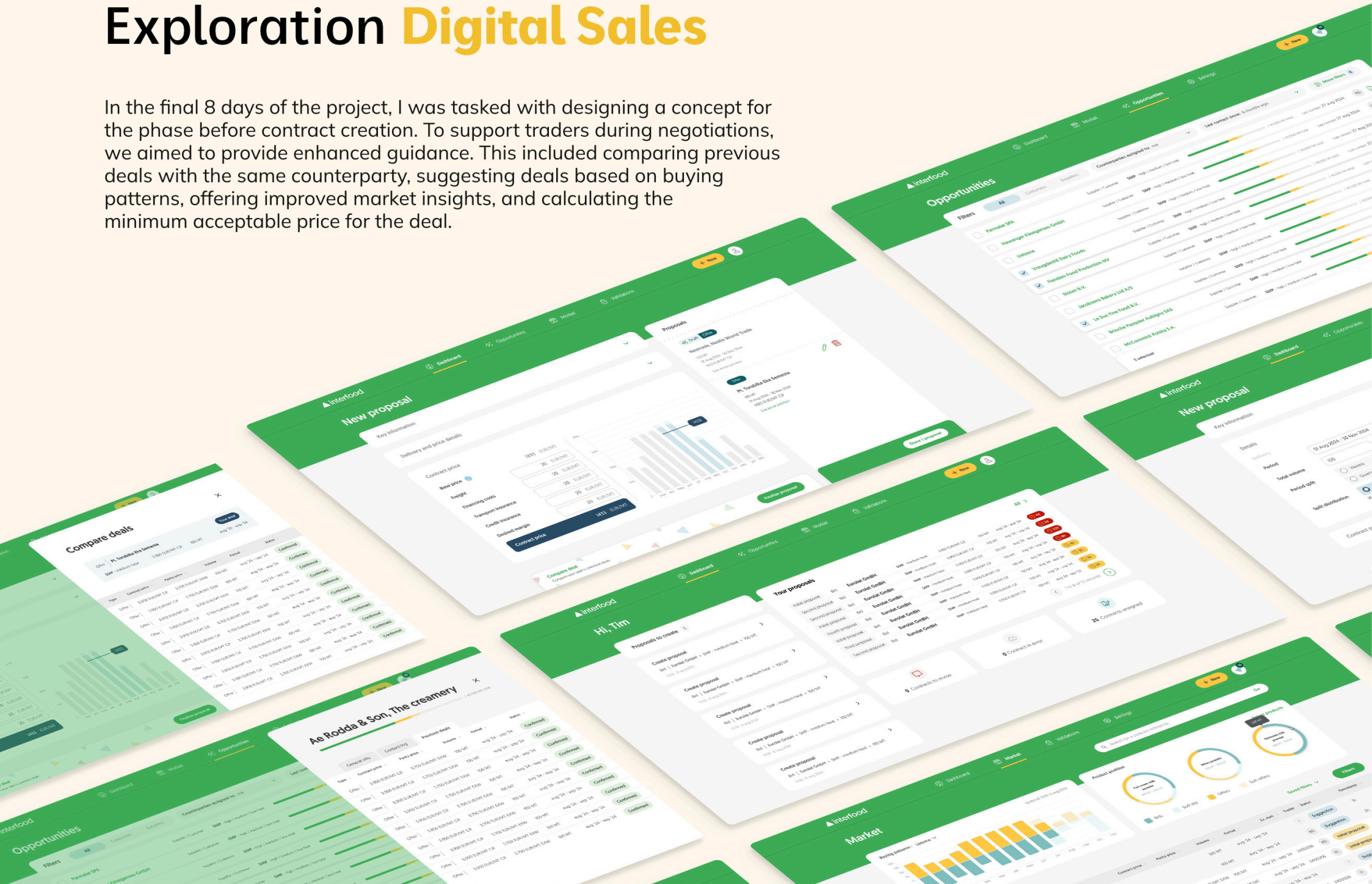




Credits to Daan and Estèlle for processing my user stories into the design of these pages

Exploration Digital Sales

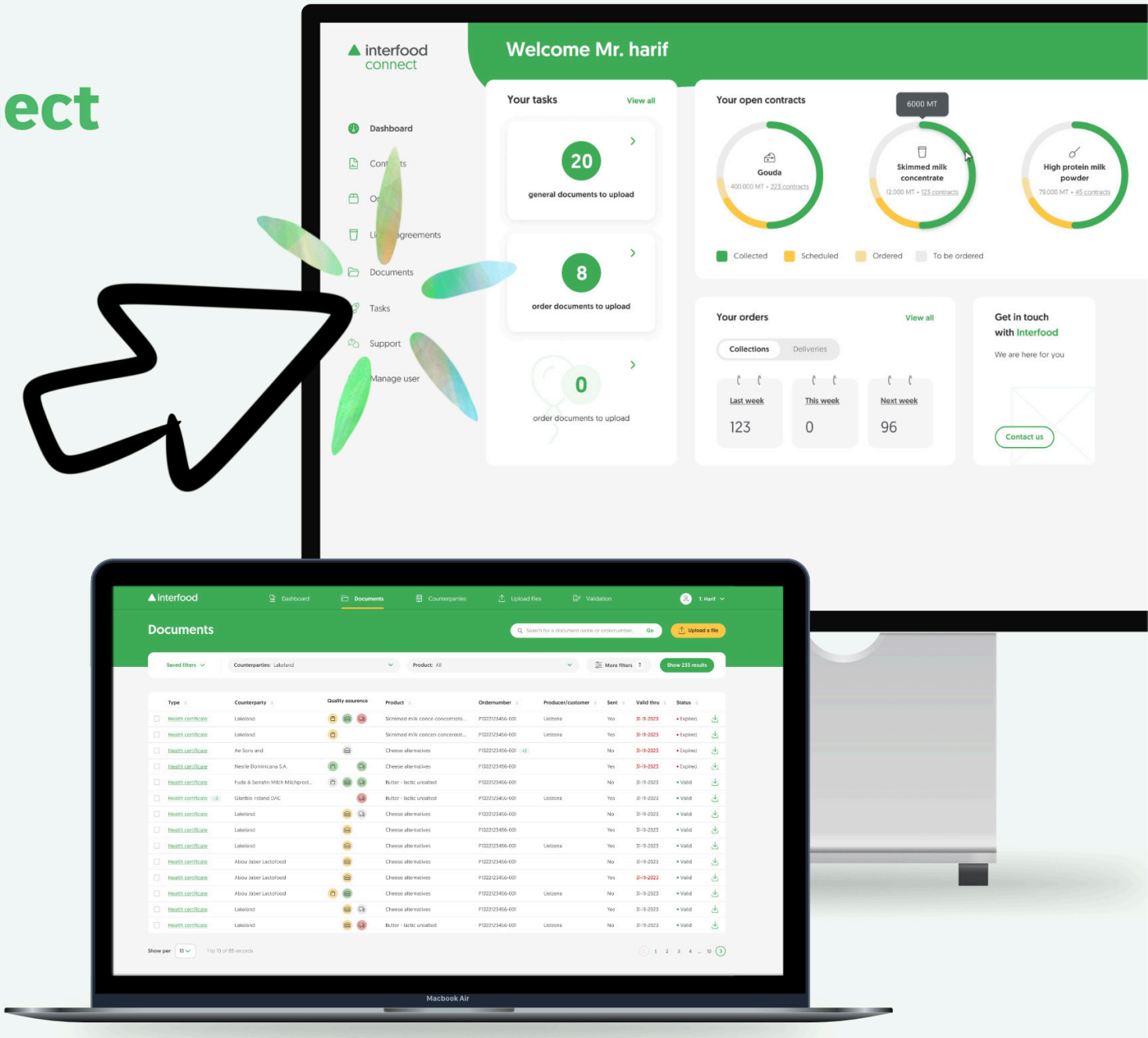
In the final 8 days of the project, I was tasked with designing a concept for the phase before contract creation. To support traders during negotiations, we aimed to provide enhanced guidance. This included comparing previous deals with the same counterparty, suggesting deals based on buying patterns,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



03

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.

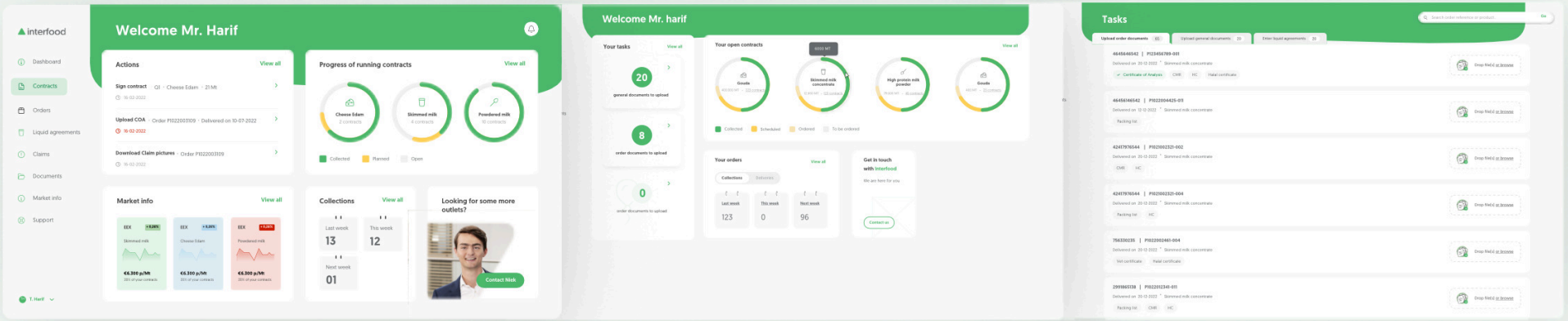
I facilitated the ideation day, conducted interviews with half of the testers, and supported Daan Brittan in facilitating the other activities.

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

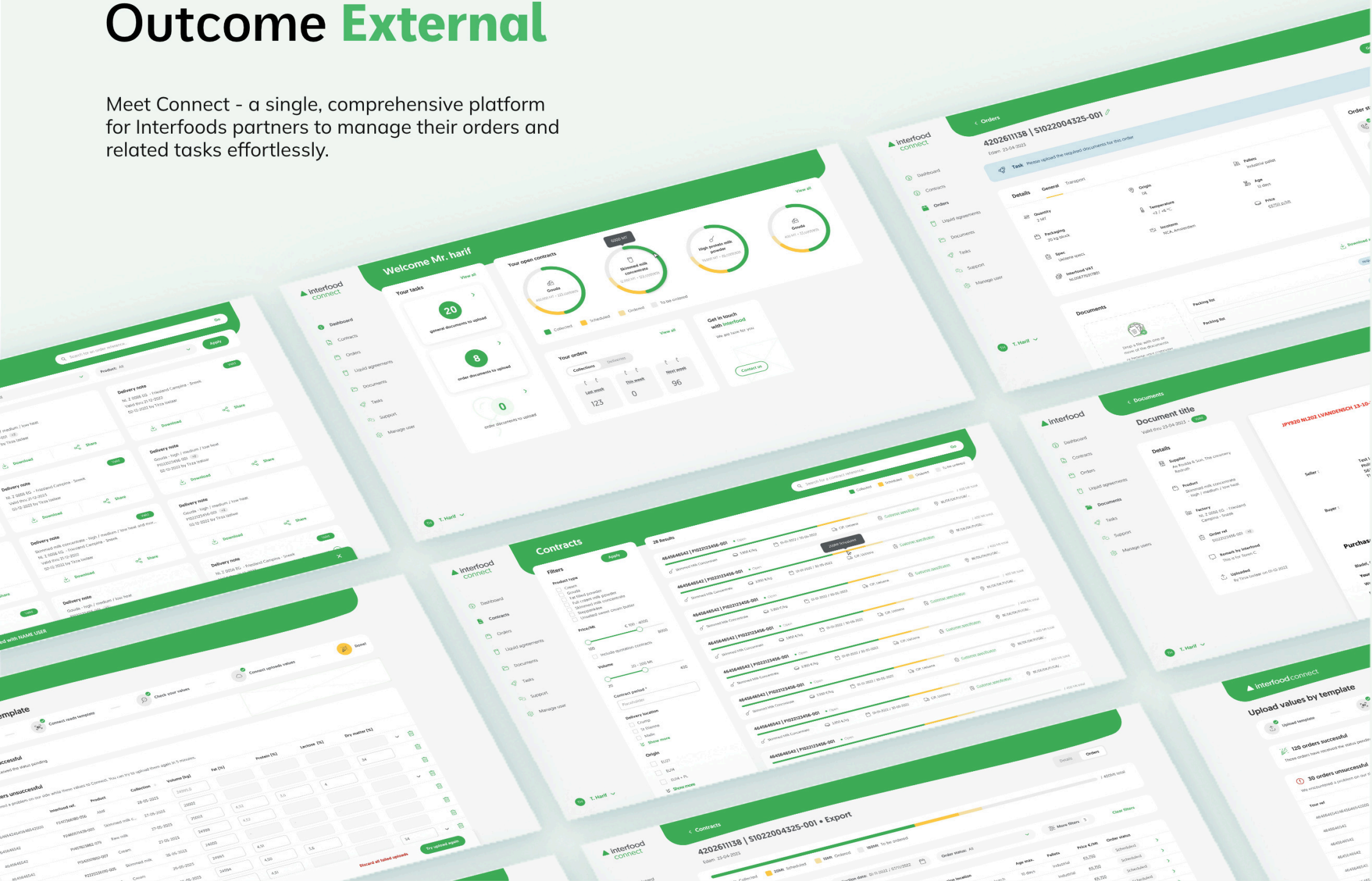
To build a functional platform for the regulated food industry, I also had to address exceptions and edge cases.

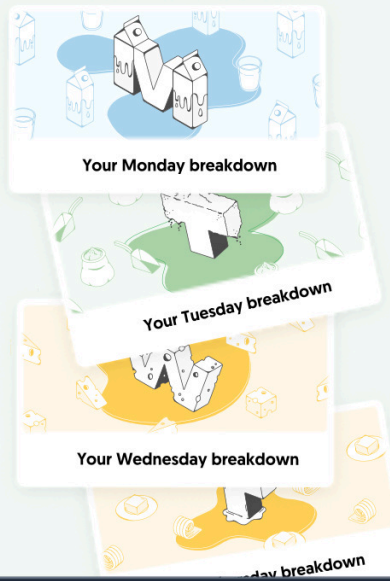


Credits to Lara Koedoot for the Visual Design of the prototype and base Design Style guide for Connect.

Outcome External

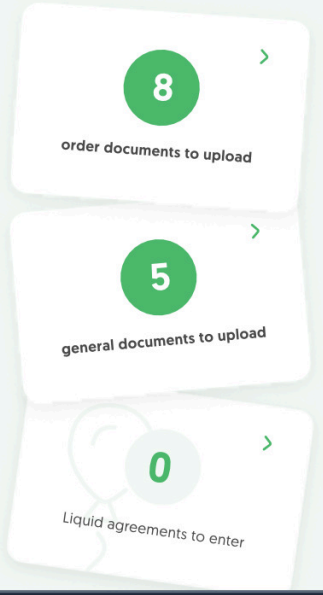
Meet Connect - a single, comprehensive platform for Interfoods partners to manage their orders and related tasks effortlessly.

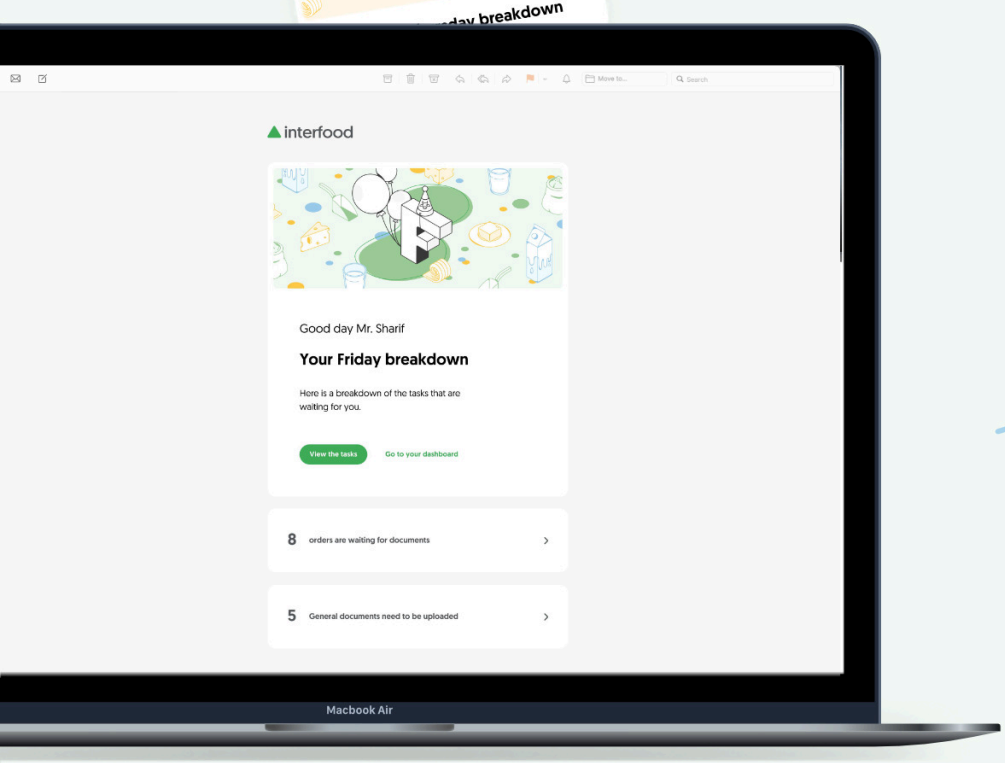


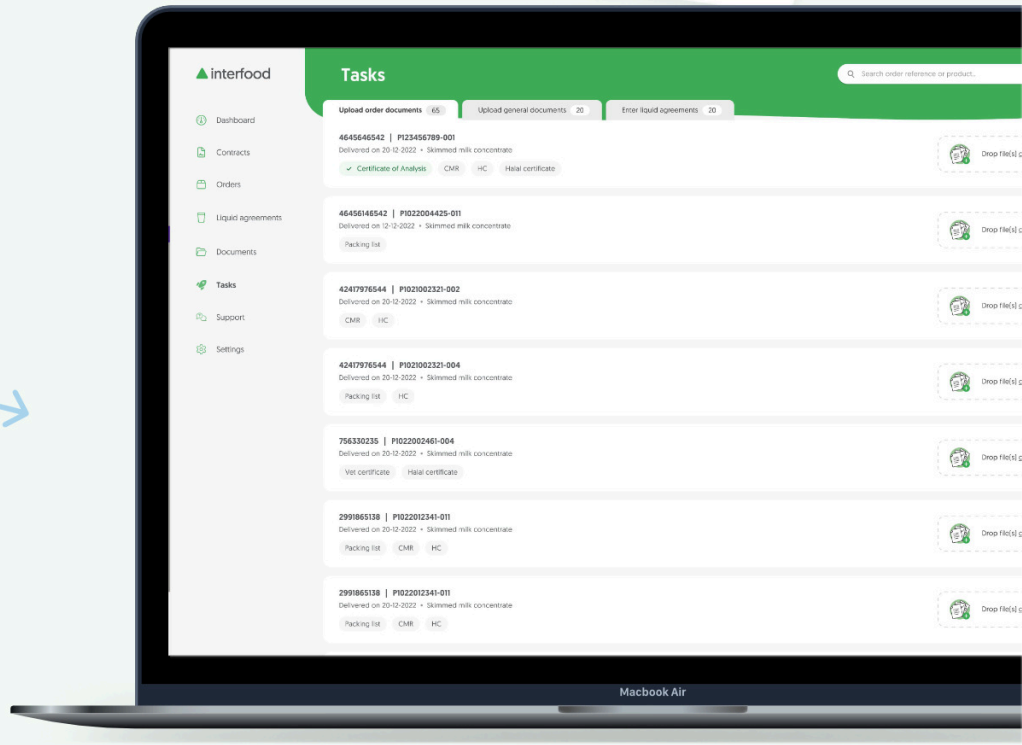


Before Connect, every document, order, contract and request was communicated via multiple emails flooding inboxes.

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.



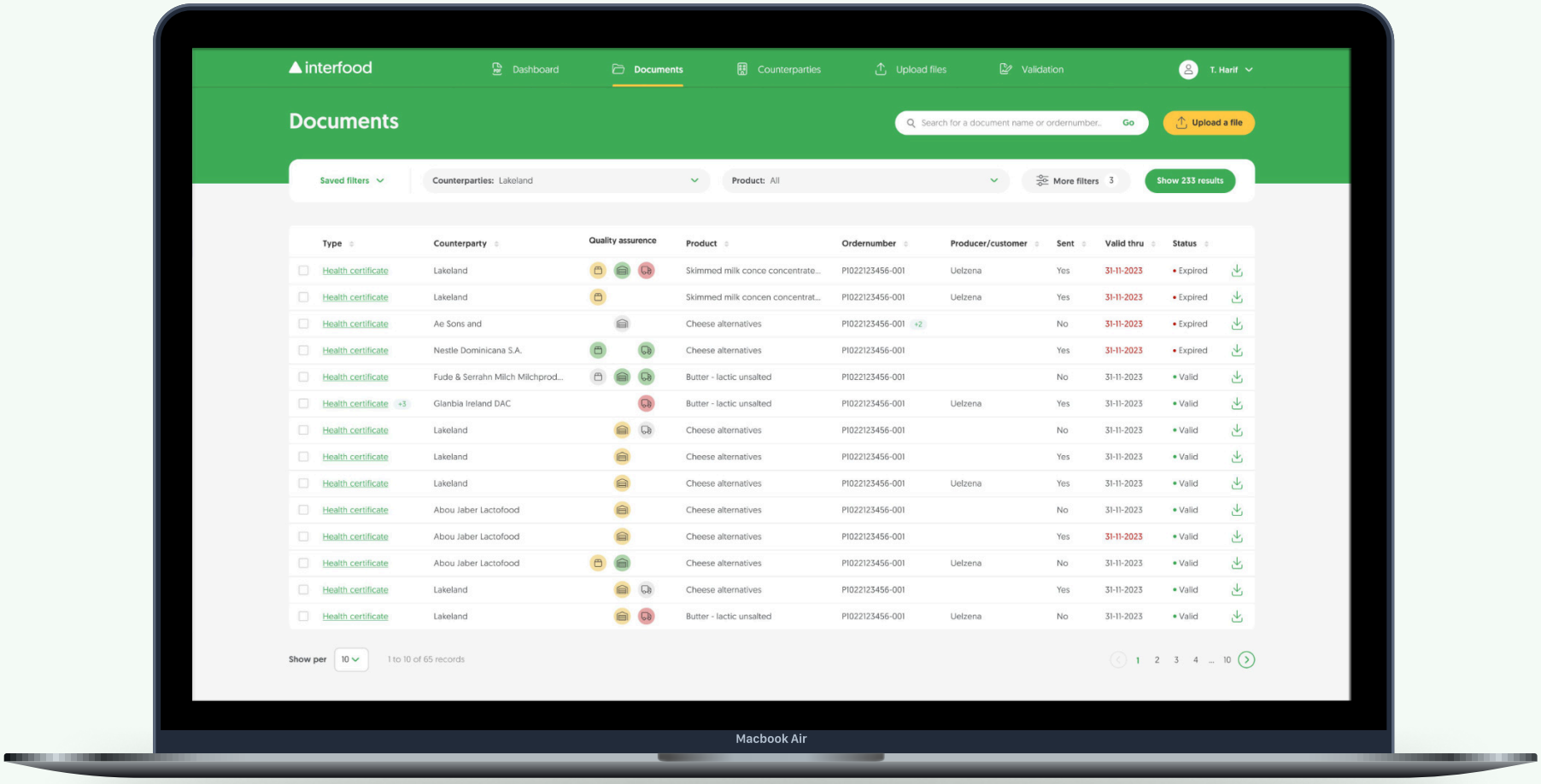


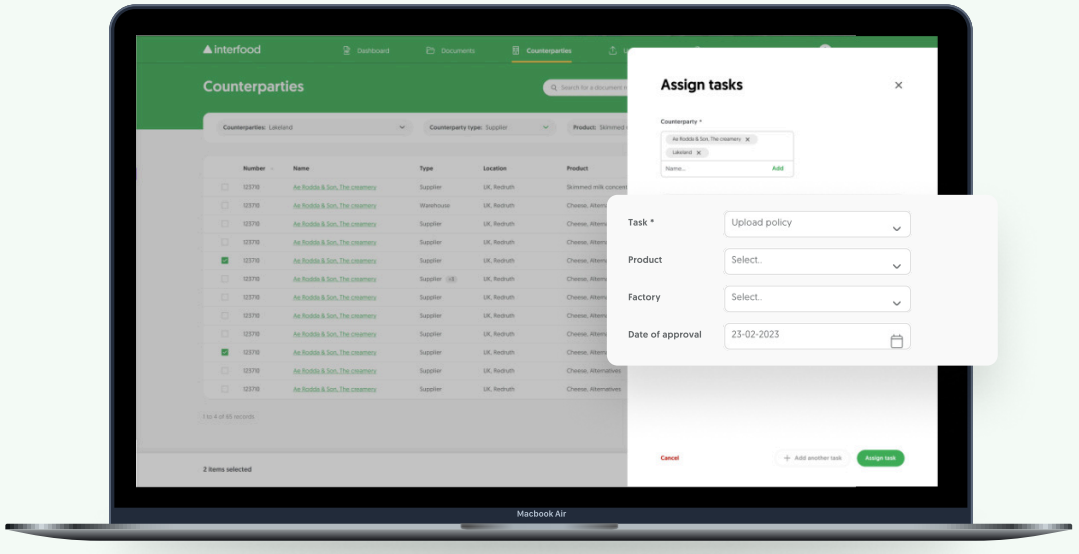


Credits for the illustrations to Evie van den Munckhof

Outcome Internal

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.



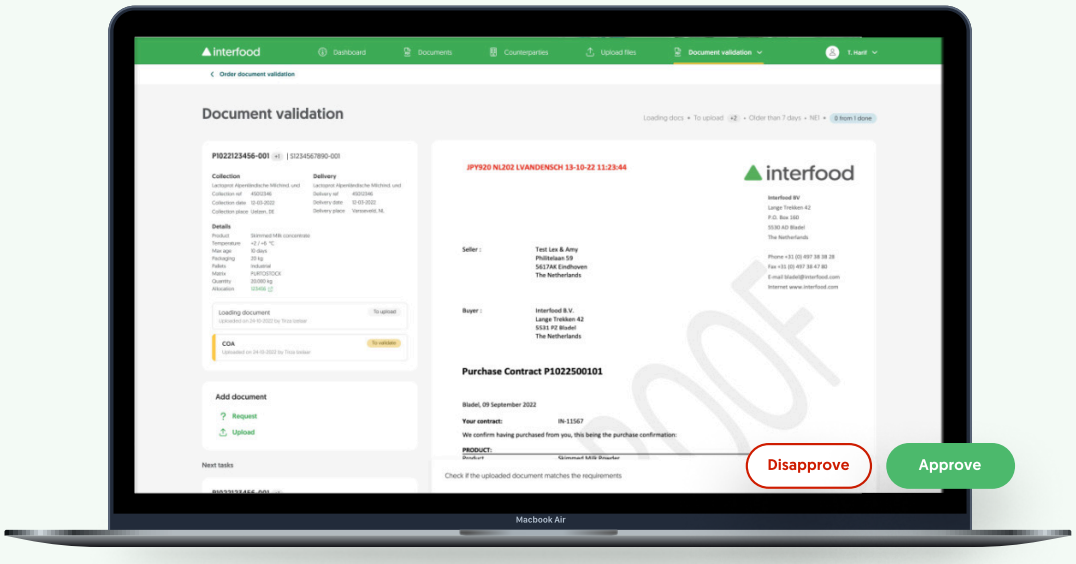


Request documents

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.



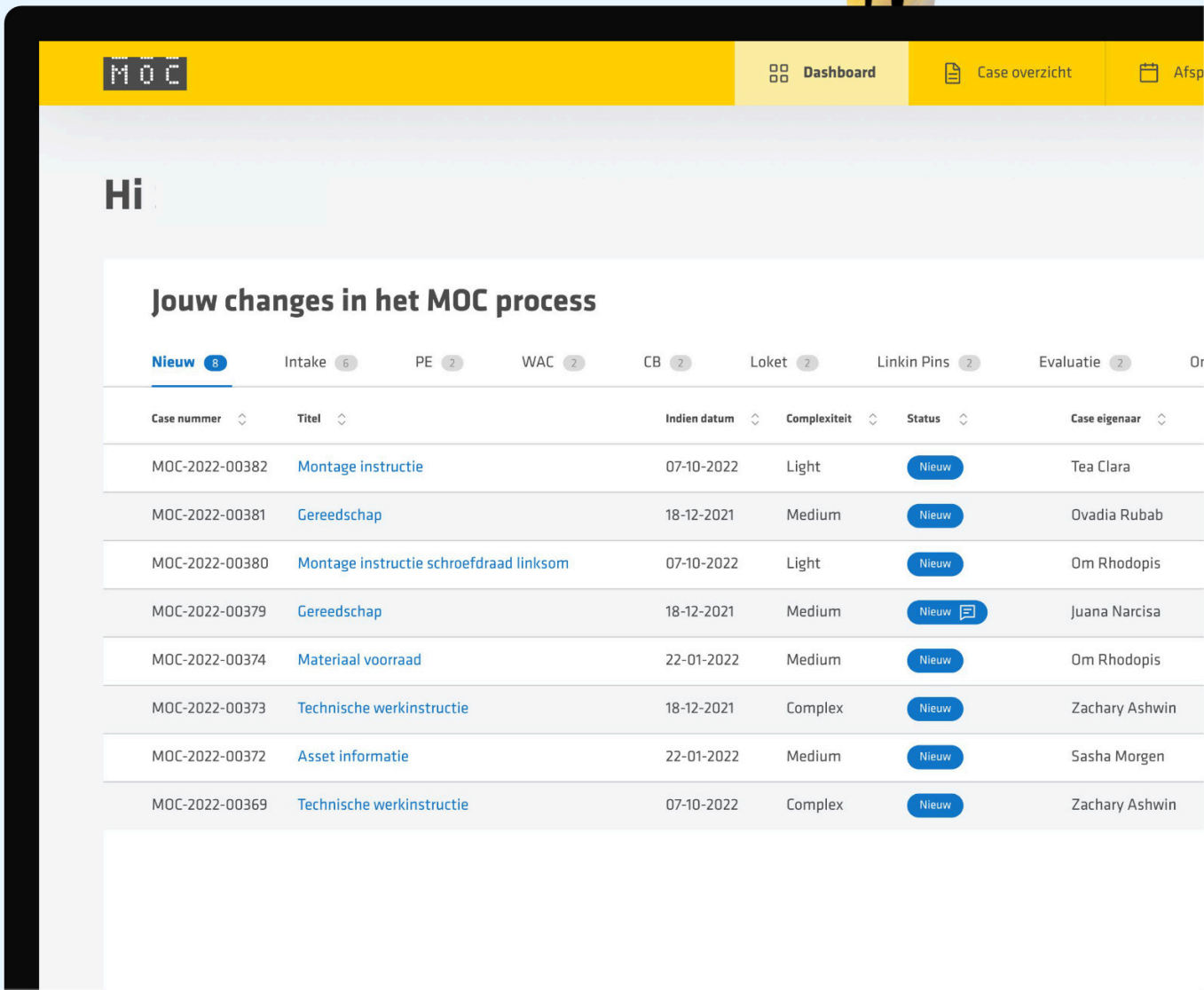
04

Management of change

Stedin

One place to manage and track all requests regarding innovations.





My role

UX designer

Applied skills & methods

Define user needs

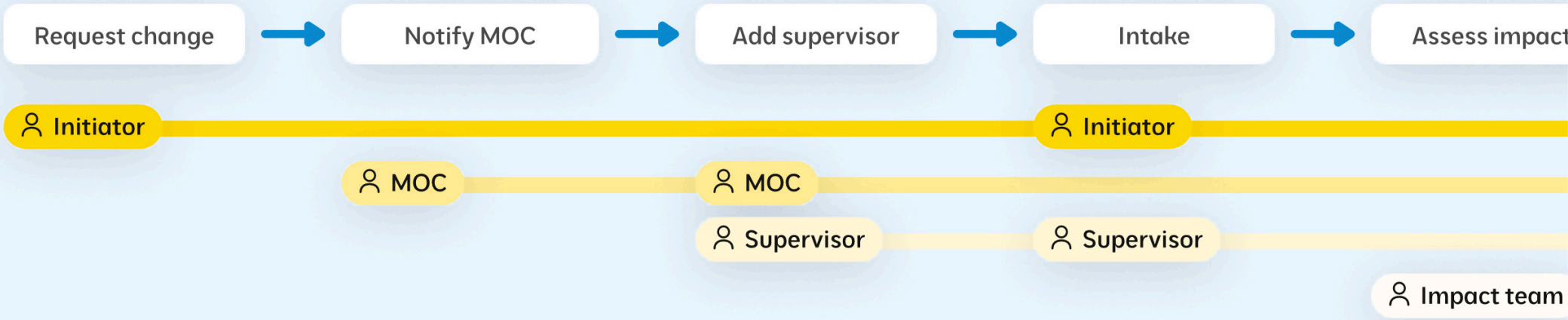
UX design

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.

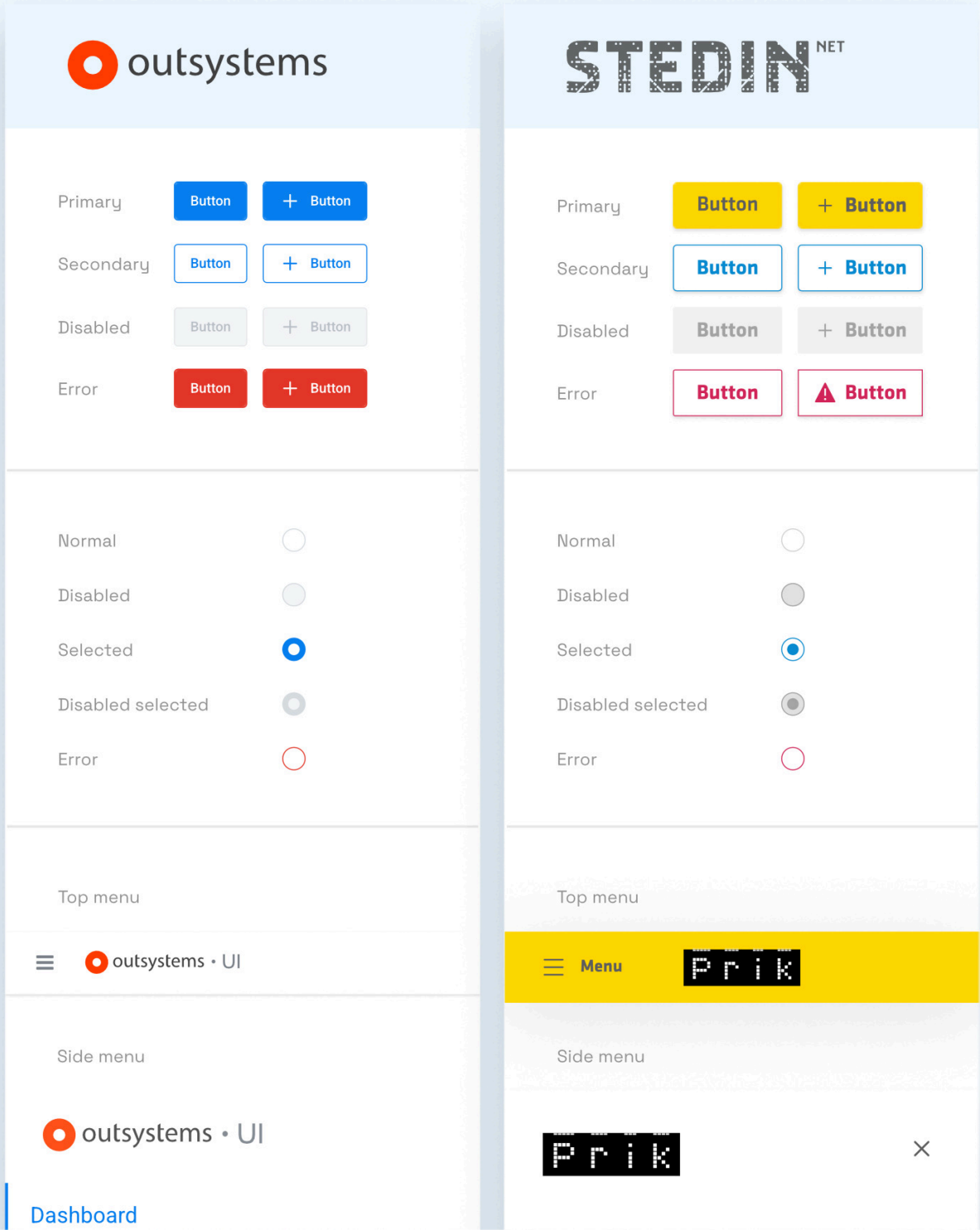
Development

I ensured all developed screens accurately implemented the designs.

Outcome

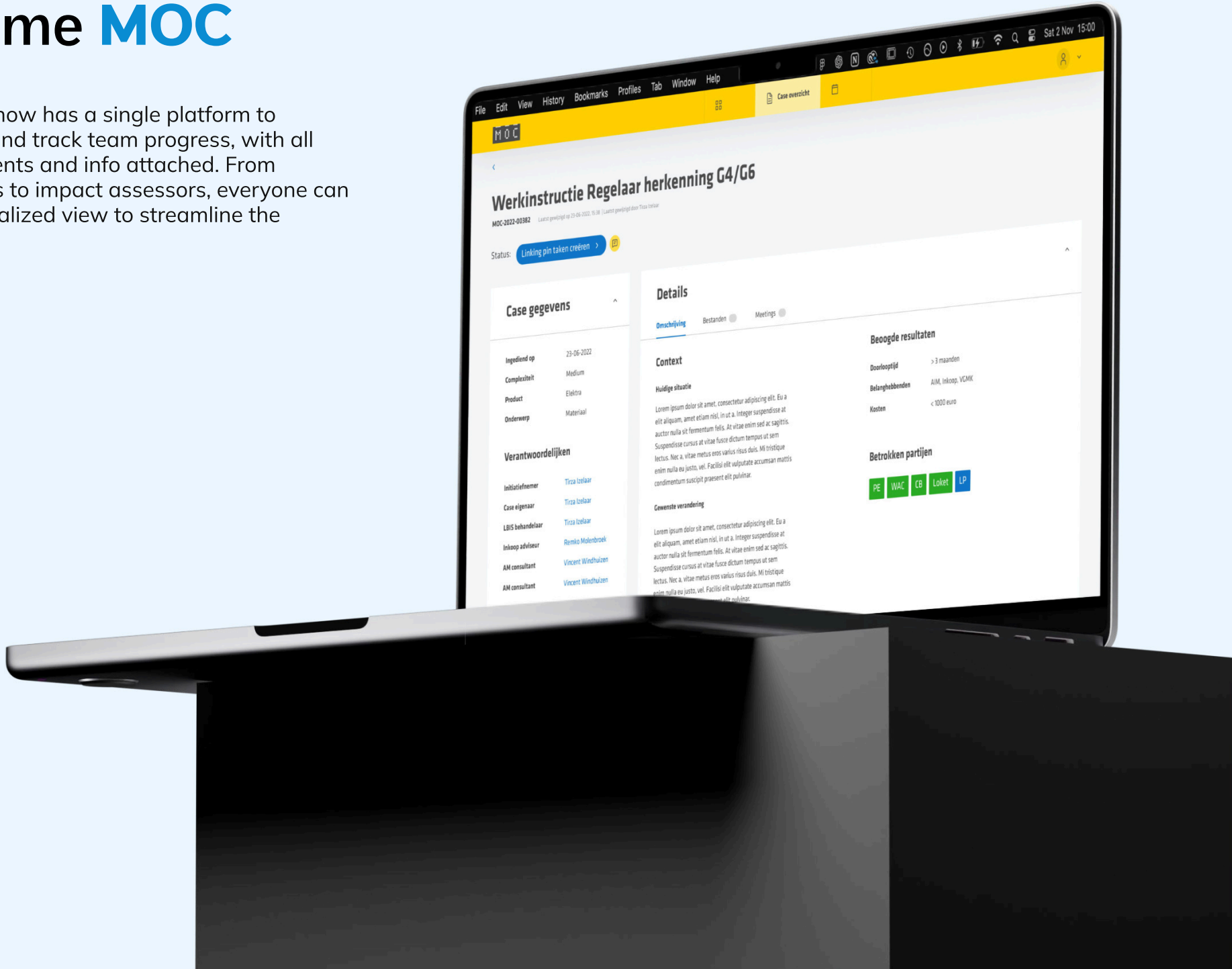
Design System

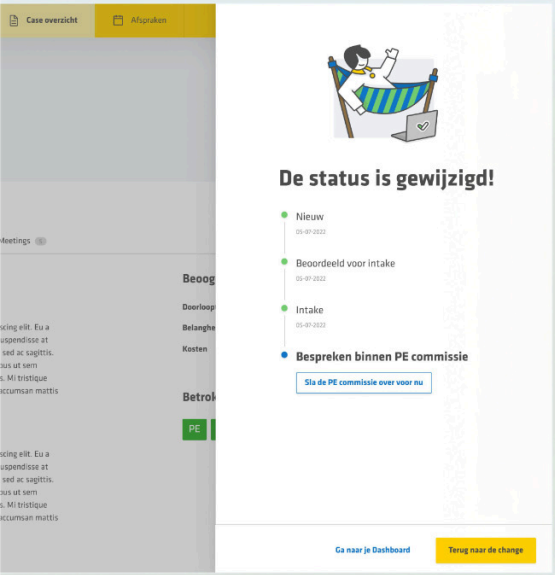
Developers no longer need to worry about styling while building apps, thanks to a design system based on 300 OutSystems UI components. This ensures consistency across future apps and speeds up development significantly.

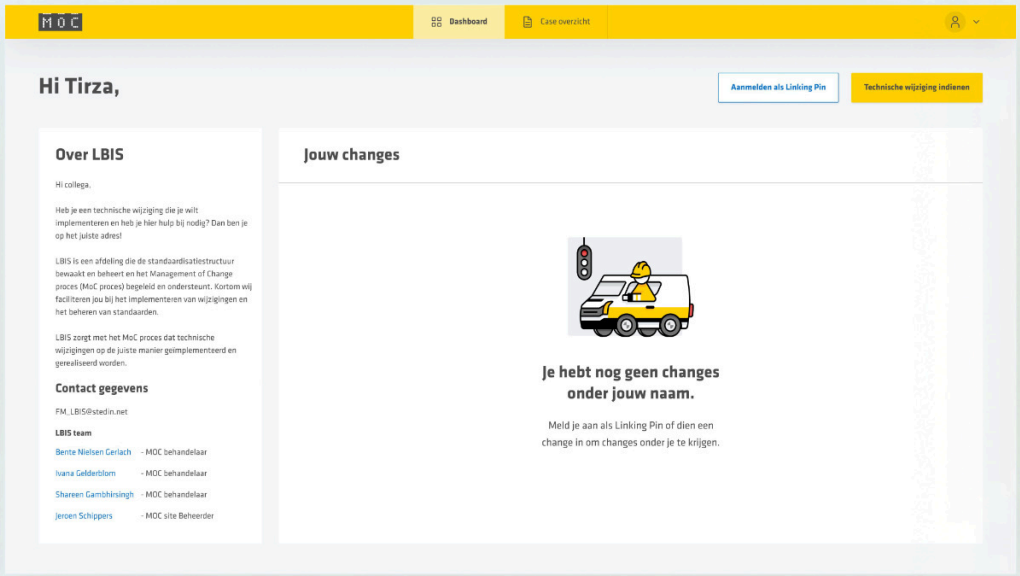


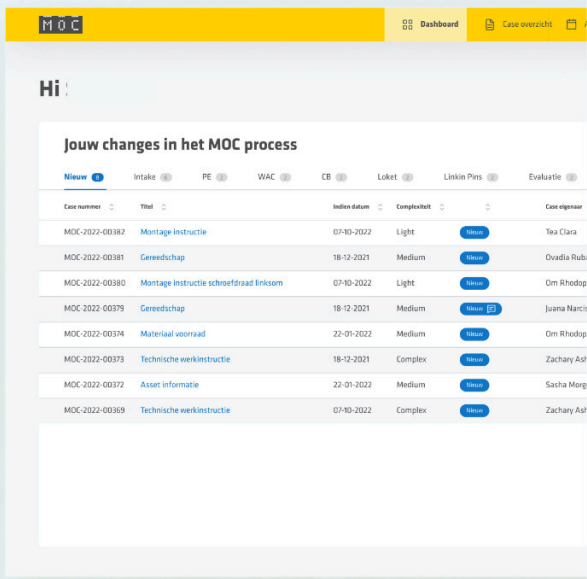
Outcome MOC

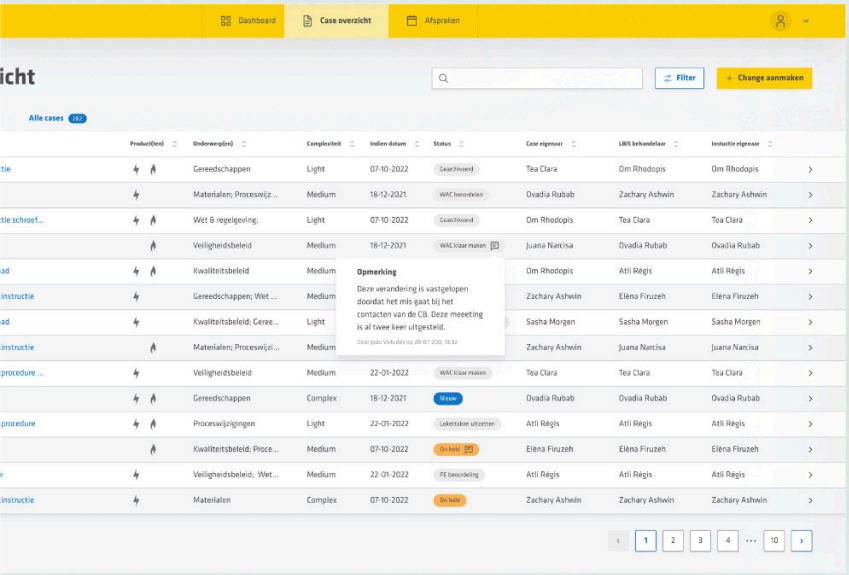
The MOC team now has a single platform to manage cases and track team progress, with all relevant documents and info attached. From change initiators to impact assessors, everyone can access a personalized view to streamline the change process.

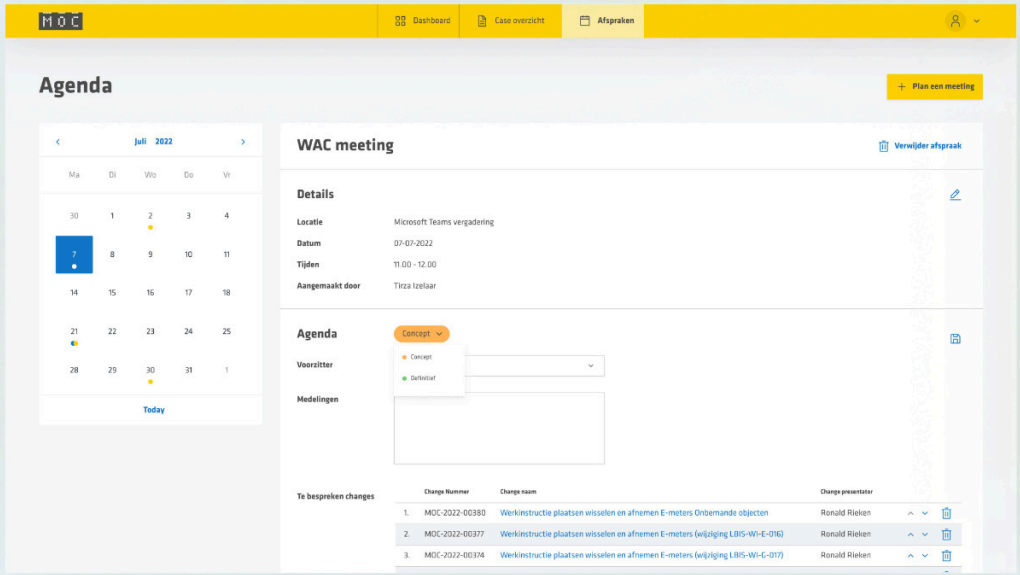














Credits to Lara Koedoot for creating the illustrations

05

REcolor

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



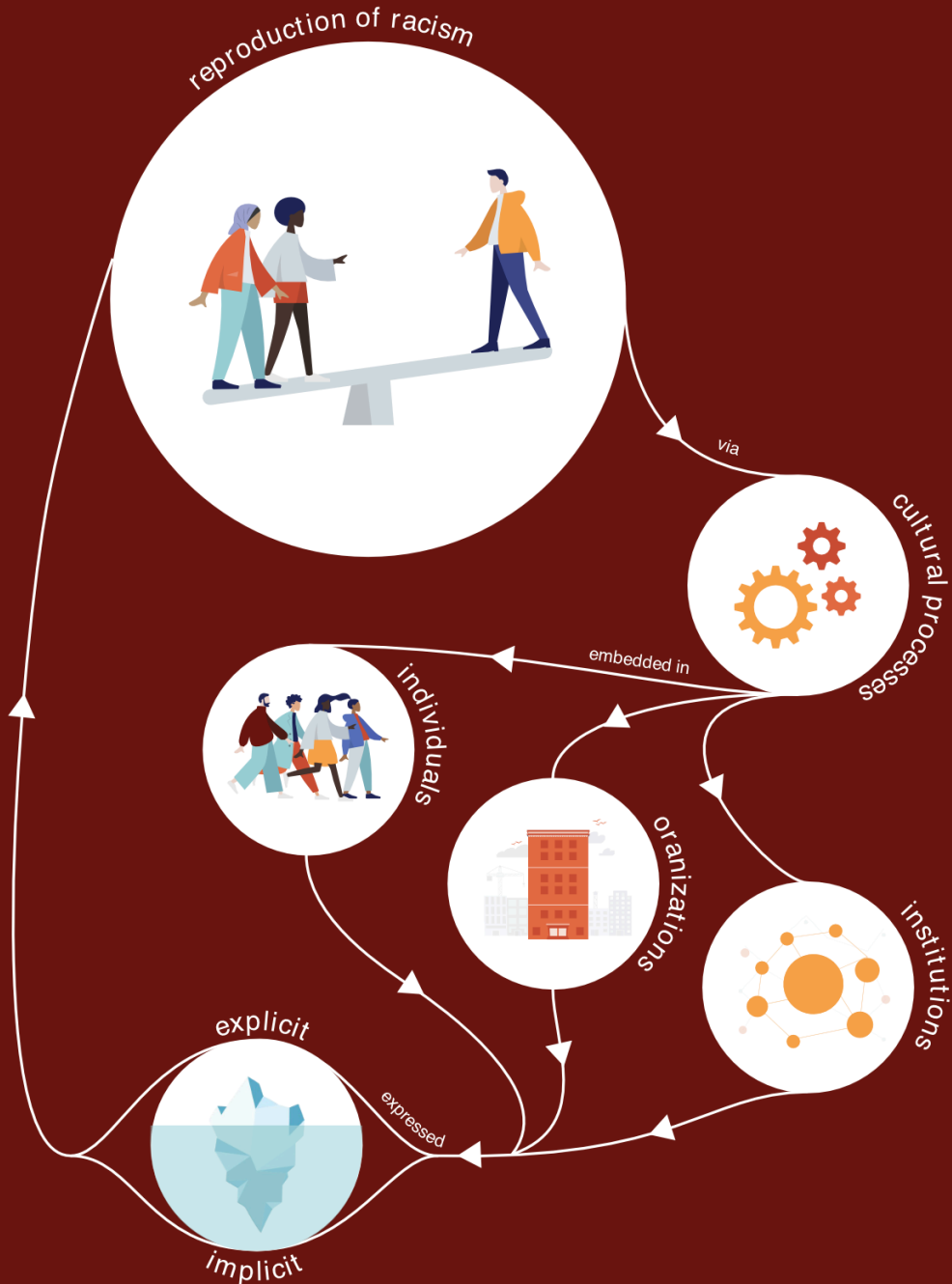
Masters' Graduation project

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



Context exploration

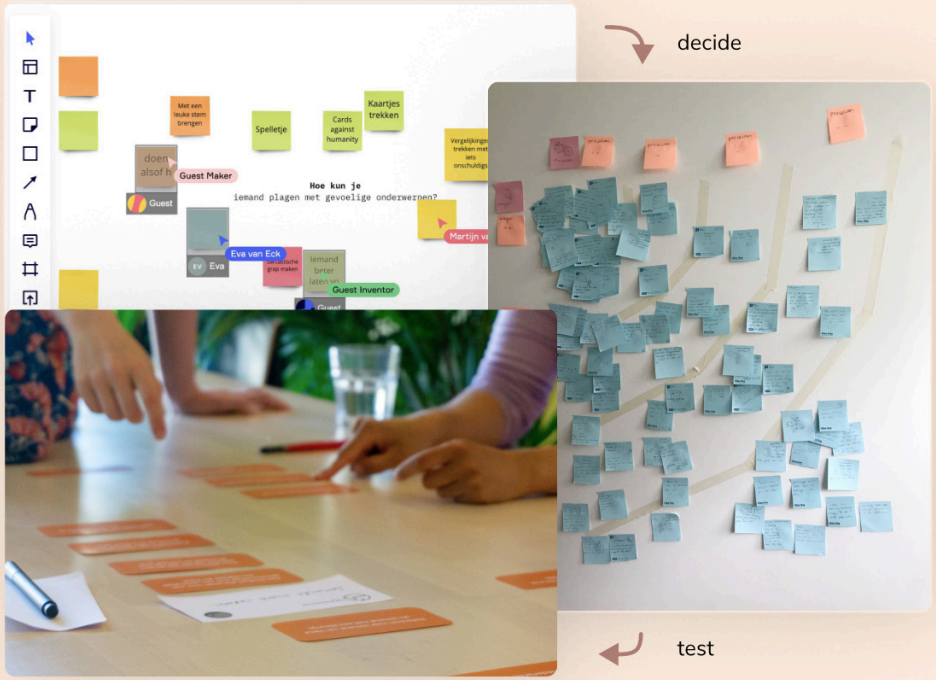
Ideation

Developements

Evaluation

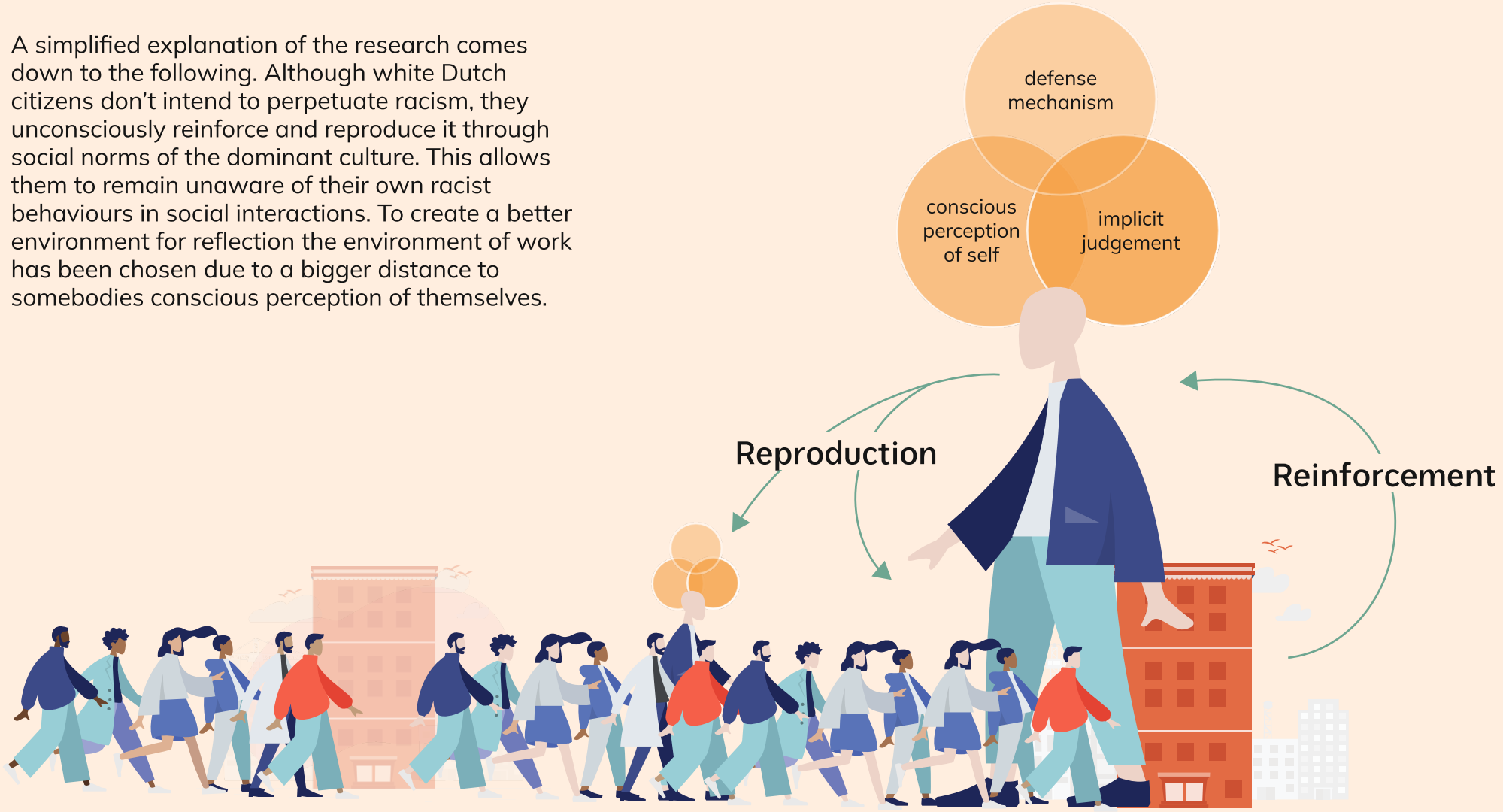
An iterative process was used based on the double diamond design method, moving the the project through phases of divergence and convergence to arrive at the final design. It began with a context exploration, uncovering insights into systemic racism in the Netherlands, desired behaviours, motivations,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



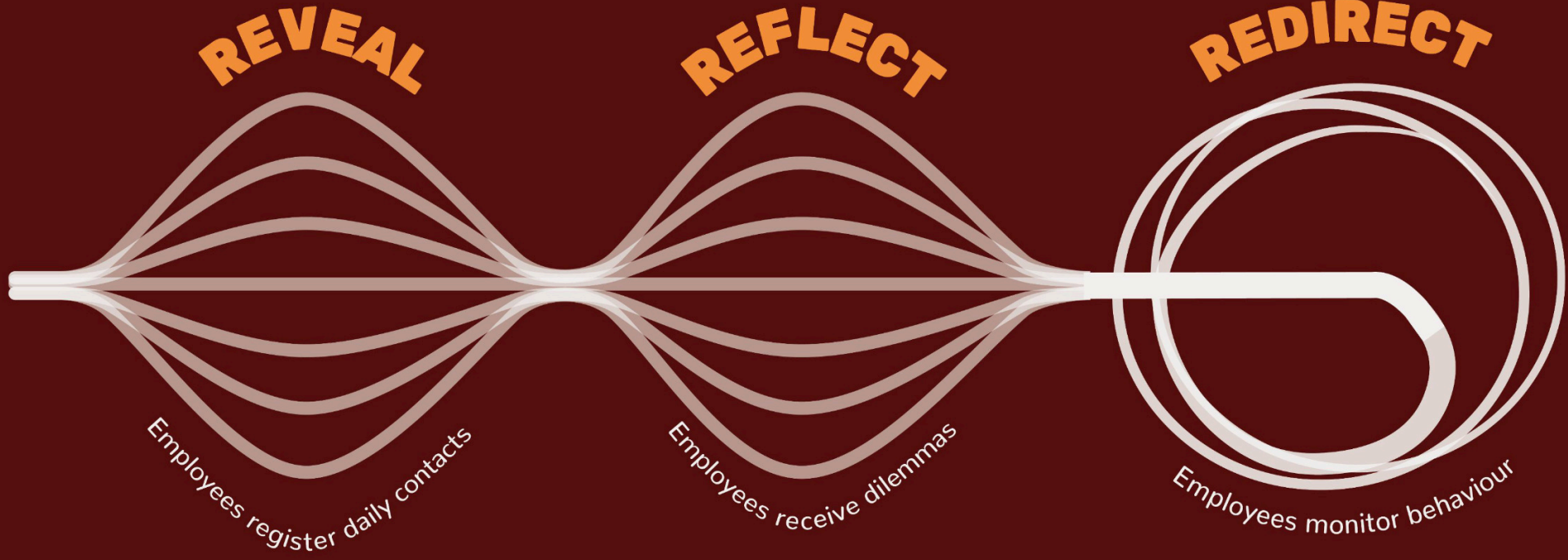
Outcome Research

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

Reflect

on the apparent ordinary

Redirect

unintended and undesired behaviour







06

Careless checkout IKEA

Redesigning the self-scan checkouts for autonomy, confidence, and satisfaction at the end of the customer journey.



My role

This was a university team project where the role of project leader rotated every two weeks. I conducted 50% of the usability tests and took the lead in analyzing the test results from the low-fidelity prototype, translating them into the final concept.

Applied skills & methods

Customer journey map

Storyboard

Testing low and higher fidelity prototypes

Analyse user tests

Credits to Ane de la Brena Garcia for creating the renders

Challenge

Self-scan checkouts are a key part of the IKEA shopping experience, often the final step before customers leave. These checkouts allow customers to stay in control and complete their purchase independently. The redesign at IKEA Delft focused on enhancing autonomy, confidence, and satisfaction during this final stage.



Process

Define

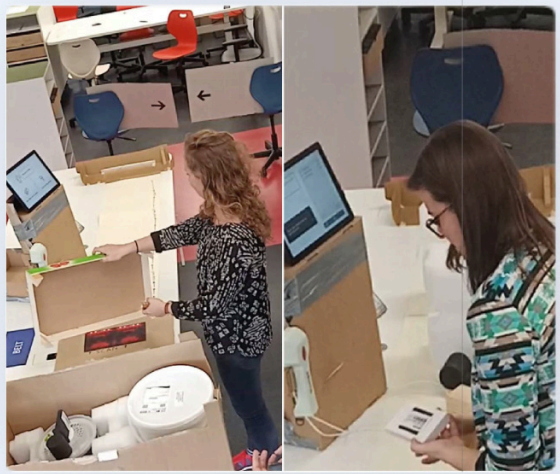
In the first phase, we analyzed the current context, identifying its strengths and weaknesses. From this, we developed a vision for how users should feel while interacting with the self-scan checkout.



Credits to Floor van Gent for drawing the storyboard

Test & Refine

We generated several concepts and tested the three most diverse ones using low-fidelity prototypes. This gave us valuable insights to guide the next steps and improve our design.



Final test

For the final design, we built a high-fidelity prototype to closely mimic the real experience, which we tested with IKEA customers in-store.



Credits to Zimeng He and Corné van den Brnk for making the prototype

Outcome **Final test**

After analyzing the test results, we proposed final changes focused on redistributing surface area—balancing the space between the left and right sides of the scanners. These changes are shown in the render below.

The new design creates a private space for each customer, with the counter shape guiding them through the ideal checkout process while maintaining freedom of choice. Ample space and two scanning options empower customers to complete checkout independently.

