# KEES VAN ARDENNE
### Senior UX Designer from Haarlem

Kees is an experienced and creative Lead UX Designer with a passion for turning complex tasks into user-friendly applications. With 5+ years of experience in the field, he specializes in creating user journeys, design solutions and prototyping using tools such as Sketch, Adobe XD and Figma. He has a track record of working with clients in various industries such as sports, e-commerce, and technology. He is a good listener and analytical, with a keen attention to detail and a focus on user-centered solutions. He has a proven ability to lead and mentor a team of designers, work closely with product managers and developers, and make data-driven design decisions.

**+316 5080 6830**
**kardenne@hotmail.com**
**uxkees.com - Password: HireMe;)**
**linkedin.com/in/keesvanardenne/**

## EXPERIENCE

### SENIOR UX DESIGNER @ CAPGEMINI NL    Jan 2021 - Present, Utrecht

- Currently at Dutch Police to improve their main website and chatbot, by outlining design decisions to stakeholders and leveraging user-testing results. Enforced user-centric design principles and best practices, while mentoring and developing other designers.
- At IKEA, optimized IngkaCMS tool with user research, customer journey mapping, and creating an atomic design system using Whimsical, Figma, and UserZoom.
- Ensured WCAG compliance for pilot website at RIVM in order to distribute Covid vaccines.
- Design solutions for JKA knowledge database from Openbaar Ministerie, including wireframes, prototypes and more.

### UX DESIGNER @ ADIDAS    Jun 2019 - May 2020, Amsterdam

- Enhanced user engagement and drove data enrichment on Adidas' AURA personalized style guide, through flow optimization, stakeholder interviews and usability testing. Resulting in higher user satisfaction and increased data enrichment.
- Reimagined Content Management System (CMS) in Connection Studio 2.0 from the ground up via user interviews, design solutions and prototyping using Miro, Sketch and Invision. Tests show significant improvements to intuitive simplicity and usability.

### UX/UI DESIGNER @ EN HR SOLUTIONS    Okt 2016 - May 2019, Hoofddorp

- Revamped the Jobhoster platform, creating a user experience that enables customers to compete with other vacancy providers through expert reviews and visual language design.
- Delivered a compelling single career website for T-Mobile Netherlands that accurately reflected each department's style and tone of voice.
- Designed an IT careers website for KLM, intended to attract young professionals, before it ultimately was merged into one larger website.

### FREELANCE DESIGNER @ KEESVANARDENNE.NL    2014-2019, Haarlem

- Worked together with companies, startups, advertising agencies & non-profit organisations, where developing creative concepts and designs to offer beautiful & functional digital experiences.

### SENIOR DESIGNER @ DUNE PEBBLER    2015, Leiden

- Worked on creative briefings and created designs for books, brochures, micropages and websites.

### DIGITAL DESIGNER @ VROOM & DREESMANN    2013 - 2015, Amsterdam

- Created designs for everything thats digital (homepages, micropages, newsletters, banners, apps, etc) and related to VD.nl

## KEY COMPETENCIES

- Leadership and team management
- User research and user testing
- Information architecture and navigation design
- Interaction design and prototyping
- Visual design and design systems
- Agile development methodologies
- Project management
- Communication and stakeholder management
- Strategic thinking and problem-solving
- Continuous learning and staying up-to-date with industry trends and best practices

## SKILLS

- Strong experience in user research, usability testing, and interaction design
- Proficient in design software such as Sketch, Adobe XD, Figma, and InVision
- Strong visual design skills and the ability to work with design systems
- Experience working with agile development methodologies
- Strong problem-solving and analytical skills
- Strong communication and collaboration skills
- Strong knowledge of user-centered design principles and best practices

## INDUSTRIES

- Healthcare
- Governments
- eCommerce
- Sports
- HR
- Telecommunications
- Aerospace
- Ad agencies

## LANGUAGES

- Dutch (native)
- English (professional)

## EDUCATION & CERTIFICATES

### BACHELOR OF DESIGN @ ROTTERDAM UNIVERSITY OF APPLIED SCIENCES    2008 - 2013, Rotterdam

### UX FOUNDATION @ UXTRAINING.COM    2017, Amsterdam