

GLENN VEUGEN

UX & SERVICE DESIGNER

GLENN@CONZEPT.BE

WWW.CONZEPT.BE

+31 6 14 35 59 90

EXPERIENCE

VodafoneZiggo

August 2017 - present

Amsterdam, the Netherlands

SERVICE DESIGNER

- Establishing a UX strategy for shifting sales to the digital sales channels of Vodafone
- Analyzing existing, and conducting additional research into customer needs and journeys
- Conducting workshops to align stakeholders and identify business needs
- Proposing a road map for new features and improvements of current digital sales channels

Air France-KLM

January 2017 - July 2017

Amstelveen, the Netherlands

USER EXPERIENCE DESIGNER

- Facilitated creative workshops for various projects to set product vision and strategic direction, and road map formation
- Designed web portals for on-board and lounge connectivity services, driving sales and raising brand exposure
- Conducted user research to identify needs, define the UX strategy, and validate solutions

Mirabeau

June 2016 - December 2016

Amsterdam, the Netherlands

LEAD USER EXPERIENCE DESIGNER

- Worked closely with client stakeholders to design new concepts for digital channels supporting online sales processes
- Creative lead and direction for a small design team in various project phases
- Defined the strategy for a component library and way of working of design teams

KBC Banking & Insurances

August 2014 - May 2016

Leuven, Belgium

LEAD USER EXPERIENCE DESIGNER

- Established and maintained style guide for digital Savings & Investments touchpoints as UX Lead
- Conducted research studies and workshops with clients and stakeholders for design exploration & validation
- Created and validated new concepts for digital and financial products & services

Cheil GmbH

June 2014 - July 2014

Düsseldorf, Germany

USER EXPERIENCE DESIGNER

- Proposed new concepts and features for Lufthansa's travel guide platform
- Aligned ideas with business stakeholders
- Created concept designs for desktop and mobile devices

Philips / TP Vision

January 2012 - June 2014

Eindhoven/Amsterdam, the Netherlands

INTERACTION DESIGNER

- Designed mobile companion apps for Philips TVs
- Conducted design research in user interfaces for 3D TVs
- Designed user interfaces for SmartTV services

Eindhoven University of Technology

October 2010 - October 2012

Eindhoven, the Netherlands

USER-SYSTEM INTERACTION TRAINEE

- Attended courses and workshops from renowned industry professionals
- Followed soft-skills and professional development training
- Investigated and improved MRI data visualisation tool for medical research departments

SKILLS

DESIGN THINKING



I apply design processes, tools, and methodologies to solve all sorts of problems, by putting humans at the heart of the design process.

SERVICE DESIGN



Using design thinking methodology, I design products and services that improve processes and organisational structures, and deliver an optimal user experience for end users.

UX STRATEGY



To get to a final product, I create a vision for the desired user experience based on user research and validation, and I define the approach to realise the solution.

CONCEPT DESIGN



I turn high-level concepts and ideas into tangible designs and prototypes, allowing me to test and validate the proposed solutions with users.

Customer Journey Mapping

Design Research

User Modeling

Information Architecture

Prototyping

Workshop Facilitation

Adobe Creative Suite

Visual Design

Interaction Design

Mentoring

Dutch [native]

English [fluent]

German [competent]

French [competent]

Russian [beginner]

EDUCATION

Limburg Catholic University College

September 2009 - September 2010
Genk, Belgium

MASTER OF ARTS (MA.), COMMUNICATION & MULTIMEDIA DESIGN

Master thesis: Ubiquitous Computing in physical shopping environments

University of Applied Sciences

August 2008 - December 2008
Tampere, Finland

EXCHANGE SEMESTER, INTERACTIVE MEDIA PROGRAMME

Exchange programme, focusing on moviemaking, interactive media, and motion graphics.

Limburg Catholic University College

September 2006 - June 2009
Genk, Belgium

BACHELOR OF ARTS (BA.), COMMUNICATION & MULTIMEDIA DESIGN

Graduated with honors
Internship at Bivolino.com