

GLENN VEUGEN

STRATEGIC & SERVICE DESIGNER

GLENN@CONZEPT.BE

WWW.CONZEPT.BE

+61 401325 497

EXPERIENCE

IAG

February 2022 - present
Melbourne, Australia

LEAD STRATEGIC & SERVICE DESIGNER

- Design and test new value propositions beyond IAG's core insurance business
- Identify, scope, and drive service design work within IAG's strategic portfolios (Customer Loyalty, Digital Sales & Service)
- People leadership through coach and developing other service designers and UI designers
- Define research methodologies and drive research to provide insights supporting data-driven decision making

VMLY&R

July 2019 - February 2022
Melbourne, Australia

LEAD CX STRATEGIST

- Pitching and scoping CX work for the agency's client portfolio
- Working with an automotive client across multiple markets on various CX workstreams to improve customer and employee experience
- Establishing success factors and KPIs of experiments, creating measurement plans to validate desirability, feasibility, and viability
- Mentoring designers and strategists

Guerrilla Games

September 2018 - December 2018
Amsterdam, the Netherlands

EXPERIENCE DESIGNER

- Designed interface concepts for Sony Playstation's Horizon 2: The Forbidden West
- Created interactive prototypes to convey interactions, screen flows, and animations
- Contributed to the design of game mechanics and features using design thinking methodologies.

ABN Amro

November 2017 - November 2018
Amsterdam, the Netherlands

SERVICE DESIGNER / INITIATIVE LEAD

- Identified the Jobs To Be Done of SME clients and used these insights to identify new business opportunities and features
- Lead one of the platforms initiatives to identify new business opportunities and service models through Lean Startup methodology
- Facilitated workshops with a tech startup to explore new business models and value propositions, which ultimately founded a JV between ABN Amro and the tech startup

VodafoneZiggo

August 2017 - November 2017
Amsterdam, the Netherlands

SERVICE DESIGNER

- Identified the needs and pain points of customers during their online orientation and buying process
- Set up a user testing approach for the product teams
- Proposed a new experience design concept for online brand and product orientation

Air France-KLM

January 2017 - July 2017
Amstelveen, the Netherlands

SERVICE 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

CX CONSULTANT

- 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

KBC Banking & Insurances

August 2014 - May 2016

Leuven, Belgium

EXPERIENCE DESIGNER

- Established and maintained style guide for digital Savings & Investments touchpoints as UX Lead
- Conducted research studies 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

ENGINEERING DOCTORATE CANDIDATE - USER SYSTEM INTERACTION

- Attended courses and workshops from renowned industry professionals to gain extensive knowledge and experience of the latest design methods and their applications
- Working on an individual design assessment at Philips - 3D UI for TV
- Obtained an Engineering Doctorate (EngD - 4tu.nl/sai/education/engd/)

WHAT I DO

PRODUCT INNOVATION



Improving performance of existing products or services, or creating entirely new products through detailed analysis and design exploration

Portfolio on request

PROCESS INNOVATION



Assessing existing processes and quantifying gaps in the experience using various research methodologies and customer journey mapping. Designing, testing and implementing improved processes or services.

BUSINESS MODEL INNOVATION



Identifying opportunities to improve or expand a business model within existing businesses using lean startup methodologies and business design.

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