

# GLENN VEUGEN

## UX & SERVICE DESIGNER

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### EXPERIENCE

#### ABN AMRO

November 2017 - Present  
Amsterdam, the Netherlands

#### UX & SERVICE DESIGNER

- Identifying user needs and business opportunities using the Jobs To Be Done framework
- Defining roadmap and backlog items for delivery teams
- Creating design concepts for financial value propositions

#### 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

#### 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

# 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