Contact

Mobile
+31648509525

E-mail
mailme@bieg.nl

Online

LinkedIn
Portfolio
Website

Top Skills

AI Design
User Experience (UX)
User Research

Languages

English (Native or Bilingual)
Dutch (Native or Bilingual)
German (Native or Bilingual)

Publications

Responsible design

Wouter Biegstraaten

UX Designer using AI / speaker / trainer
The Randstad, Netherlands

Summary

The best part of my job is getting inside your head and building the thing you couldn't quite describe yet. You know the feeling? You can sense the shape of what you want but every word you reach for makes it smaller. That gap is where I work. Over 15 years of UX design, and I still think the hardest part isn't the interface. It's the translation. Agent systems, analytics platforms, research tooling — one real project at a time. Not AI for productivity's sake. It's the thing I argue with at 1am until the idea is either better or dead. What I'm good at: spotting the connection three steps before anyone's drawn it, then making it concrete enough that you can disagree with me properly. I'd rather talk to users myself. First I find out what people actually need, then I test whether my design delivers it. Ideas stay cheap until someone builds a version you can poke. What I'm bad at: sitting still, and pretending a deck is a decision.

Experience

viaBOVAG.nl

UX designer
May 2020 - Present (6 years 5 months)
The Netherlands

Designing customer journeys on the leading Dutch automotive platform, from first orientation to conversion.

• Directly involved in the redesign of viaBOVAG.nl. After launch, contact moments rose by around 25%, including phone calls.
• Set up and maintain the design system in Figma: components, patterns, documentation and guidelines.
• User research and design validation with Lyssna and Lookback; built automated weekly analytics monitoring.
• Tools: Figma, Claude, Higgsfield, Runway, HubSpot, Lookback, Lyssna

Contact

Mobile
+31648509525
E-mail
mailme@bieg.nl

Online

LinkedIn
Portfolio
Website

Top Skills

AI Design
User Experience (UX)
User Research

Languages

English (Native or Bilingual)
Dutch (Native or Bilingual)
German (Native or Bilingual)

Publications

Responsible design

Self-employed

UX Coach
June 2022 - Present (4 years 4 months)

As a ux coach I help companies and individuals to maximize their potential with regards to design, ux and research. #designsystems #designsprints. Coached individuals at The Talent Institute.

Uitgeverij Deviant

1 year 1 month

UX Designer
May 2019 - May 2020 (1 year 1 month)
Amersfoort

designing online learning toolings for teachers and student using their digital learning environment.

IEX Group N.V.

1 year

Senior UX Designer
May 2018 - April 2019 (1 year)
Amsterdam Area, Netherlands

Working as a ux designer. Facilitating design workshops. Conducting user research and user interviews. Designing wireframes. Involved in the redesign of the site and implementing Responsive Thinking.

Trivento

UX | Concept | Digital Strategist
January 2017 - May 2018 (1 year 5 months)
Amersfoort

UX as a heartbeat. User first. Interfaces, portals, websites, apps. Creating desktop interfaces, upgrading existing experiences. Took the old website into the new age and redesigned it. Pitching concepts and building mvp's for i.e. HR 2.0 tool and clients.
Clients I worked for are FWG, Uninu, Afiber and Iflavour.

Contact

Mobile
+31648509525
E-mail
mailme@bieg.nl

Online

LinkedIn
Portfolio
Website

Top Skills

AI Design
User Experience (UX)
User Research

Languages

English (Native or Bilingual)
Dutch (Native or Bilingual)
German (Native or Bilingual)

Publications

Responsible design

Independer

1 year

Front end developer

February 2016 - January 2017 (1 year)
Hilversum

Building new services for the website of Independer. At Independer we work in different dedicated teams composed of developers, frontend, tester and productowner - following the way of the agile workflow. -

#angular #css #html #sass #mobile #responsive #agile #seriousfun

DataWireSport

1 year 1 month

Creative UX Frontend Designer

February 2015 - February 2016 (1 year 1 month)
Almere

Working in a small team, inspired by the Scrum method, designing the portal for Australian amateur tennis. Writing markup using Bootstrap - version control through Sourcetree and Bitbucket. Writing styleguides and updates. Responsive Webdesign

Digimo Media

6 months

Senior Creative Web developer

August 2014 - January 2015 (6 months)

Responsible for the design of a wide range of responsive DM campaigns - including banners and email templates. Simultaneously responsible for writing comprehensive responsive markup for campaigns and for white labels. All responsive, all developed in-house, using media queries and scss with a hint of Angular.

Contact

Mobile
+31648509525
E-mail
mailme@bieg.nl

Online

LinkedIn
Portfolio
Website

Top Skills

AI Design
User Experience (UX)
User Research

Languages

English (Native or Bilingual)
Dutch (Native or Bilingual)
German (Native or Bilingual)

Publications

Responsible design

Flinqer

7 months

UX/UI Designer & Developer

January 2014 - July 2014 (7 months)
Amsterdam

Flinqer is a start-up that enables you to manage your cash-flow in a clever way. In the space of six months I updated the current design and upgraded the old inflexible code to responsive code using Foundation. Using Grunt, Scss and Svn for version control and deployment. Developing using Twig, Symfony, Html, jQuery and Css. Build using Foundation. Also worked on other design elements like brochures and leaflets. Improved email campaign and email itself.

Discovery Networks Benelux

5 years

Digital Media Producer

2008 - 2013 (5 years)

Designing and developing websites and competitions for commercial clients and internal stakeholders. Involved in launch of TLC online - both campaign and website
Wireframes | Site development | Testing sites in all browsers and on all platforms | Webanalytics | Database management using phpmyadmin and mysql.
HTML(5), CSS, jQuery, PHP, jSon, Actionscript, Ajax, Raphael

KSM Retail Branding & Design

Web Designer

2007 - 2008 (1 year)

Creating adds for different types of clients using flash, actionscript, illustrator, photoshop and dreamweaver.
Assisting in creating online tools for clients.

ABN AMRO

Senior Graphic Designer

March 2005 - May 2007 (2 years 3 months)

As a senior graphic designer I was responsible for the layout and pre-press of numerous financial brochures. I also designed and proofread posters and advertisements. All in line within and according to the Corporate Identity of ABN AMRO.

Contact

Mobile
+31648509525
E-mail
mailme@bieg.nl

Online

LinkedIn
Portfolio
Website

Top Skills

AI Design
User Experience (UX)
User Research

Languages

English (Native or Bilingual)
Dutch (Native or Bilingual)
German (Native or Bilingual)

Publications

Responsible design

Coltex

1 year 9 months

Designer: web & graphics

May 2003 - January 2005 (1 year 9 months)

I designed and built websites. Frontend development combined with backend solutions.

webdesign combined with graphic design.
- flash / actionscript / php /html /css

DaimlerChrysler

8 months

Designer

August 2002 - March 2003 (8 months)

Designer at DaimlerChrysler Berlin

* Brochures, posters, leaflets, freecards, slideshows
* CI design
* Flash, Photoshop, Illustrator, PowerPoint, Quark Xpress

Megagifts

Graphic design

April 2001 - August 2001 (5 months)

graphic design and web design.

flyers, leaflets, posters, site, interfaces

De Scheepvaartkrant

Graphic Designer

March 1998 - March 2001 (3 years 1 month)

Graphic designer: layout of newspaper, image control, system management - OS9, prepress, some webdesign.

high pace, pressure, strict deadlines.

Education

Hogeschool INHOLLAND Rotterdam

Bachelor of Arts (BA), Design & Communication · (1992 - 1997)