



Curriculum Vitae

Joris Laenen

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Skills

Product research

- User- and stakeholder interview
- Thematic analysis
- User journey
- User & customer profile
- Stakeholder map
- Value proposition design
- MoSCoW analysis
- Quantitative usage analytics
- MVP Validation

UX Design

- Userflows
- Sitemap
- Wireframes
- UI Design
- Design prototypes
- Design components
- WCAG

I'm a **digital designer and strategist** with the goal of creating solutions which make users and **professionals more effective**, and to find **creative, novel product opportunities** for companies.

Ervaringen

Digital designer and strategist at [Sparktools](#)

🕒 08-2019 until now

Generally speaking I offer two services:

- With **user and customer research** I define the most important opportunities and target groups. I define the **product requirements** from a **user and business perspective**.
- Based on the results I design **sitemaps, userflows, wireframes and UI Designs** to **validate and realize the concepts**.

Digital product designer a.i. at [Shell Recharge Solutions](#)

🕒 06-2023 tot 12-2023

As part of a company wide **BCR compliance project**, many **functionalities** had to be **transferred** from old systems **to new systems**. In 6 months, I **completely redesigned** and expanded the **customer support platform**. My responsibilities consisted of:

- User analysis and validation;
- Research into business and process requirements;
- Defining product requirements;
- Research and align on technical possibilities with multiple product teams;
- UX & UI Design.

UX Designer at [Less or More](#)

🕒 09-2021 until 04-2023

Within the UX Designer role, my responsibilities consisted of...

- ...designing **specialised B2B software** which make sense and are easy to use for **different stakeholders**.
- ...product and user research, consisting of defining the right **stakeholders** and their **desires**, designing **userjourneys and userflows**, and translating those into appropriate designs.

Co-founder and designer at [Letje](#)

🕒 11-2016 until 03-2019

During my studies I had a **branding business** with two friends. We helped companies with **websites, logos, and animations**. This way, we could deliver a complete branding package.

Front-end development

- Javascript & Typescript
- HTML & CSS
- PHP
- SaSS & Tailwind
- React.js & Next.js
- Wordpress

Tools & methods

- Figma
- Adobe CC
- Google Analytics, Optimize & Tag manager
- Miro
- Agile/SCRUM

Languages

- Dutch (native)
- English (Proficient)

Intern Industry X.0 at [Accenture](#)

🕒 09-2018 until 02-2019

During this internship I mainly worked on three things:

- **Setting up the Accenture Inspiration Center** in Eindhoven, to show customers the solutions Accenture Industry X.0 has to offer.
- Create a **guide** to help companies navigate within **all the opportunities of VR and AR**.
- Building a **VR game** to research the **advantages VR training** has on people with **mental disorders**.

Commissioner of Events & Facilities at [s.v.i.d. Lucid](#)

🕒 09-2017 until 09-2018

Within this role I was responsible for:

- **Planning the move to a new building**. This involved close collaboration with the **university, contractors**, and above all the **members**, with the use of interviews, polls, and design challenges.
- **Organizing many events**.
- Maintaining and managing multiple **facilities**.

Education

Msc Design Leadership & Entrepreneurship at [TU/e](#)

🕒 09-2019 until 07-2021

During this master program I developed multiple skills to create **professional digital products**. This mainly meant that I...

- ...designed and built **webapplications**.
- ...applied **psychological theories** regarding well-being, creating habits, and effective goal-setting.
- ...translated designs to **effective business models** by applying lean startup methods, hypothesis-driven entrepreneurship, and marketing and sales techniques.

Bsc Industrial Design at [TU/e](#)

🕒 09-2015 until 07-2019

During my bachelors I became an **all-round designer** who can use technology, user insights, and business insights to create products which **solve problems for multiple stakeholders**. I learned to create physical and digital prototypes, the essentials of business development and marketing, and how the user can be involved to deliver desirable products.