Arnoud Boekhoorn

I'm a proven builder of high-performing Experience / Product Design teams, systematically driving UX maturity through data-driven strategies and adaptive, resilient leadership. Balancing technical feasibility, user desirability, and business goals, I use both strategic vision and attention to detail to drive innovation and maximize impact. My approachable coaching style fosters open dialogue, collaborative growth, and talent cultivation. This has resulted in award-winning products serving millions of users.

Currently on a career break, pursuing personal projects, self-development initiatives, and the ambition to experience different cultures and diverse landscapes.

UX Leader / Director, MyScript   *2011 - 2022*

france   onsite   hybrid   remote

> MyScript is a leading handwriting recognition company, known for its Software Development Kit and interactive note-taking app Nebo, serving both OEM partners and millions of end-users. Roughly doubled in size to 100+ employees during this period.

Built up a new UX department on a lean budget, integrating AI-based technology into digital writing solutions to showcase productivity benefits over traditional paper-based methods. Led and contributed to the design of award-winning apps (including MyScript Calculator and MyScript Nebo), recognized for exceptional user experience.

This success was driven by progressing faster than average from stage 1 to stage 6 on Nielsen Norman's 2006 Corporate UX Maturity scale, and approaching stage 6 on the updated 2021 scale through various strategies:

Grew and nurtured a team from scratch, inspiring innovation through clear strategic vision and a positive, open environment.
- Established recruitment and onboarding processes, supporting an expansion to a high-performing team of 13, including UX/Product Designers, UX Researchers, UX interns, UX Managers, a UX Writer, a full stack Web Developer, and a Brand/UI Lead.

Integrated a user-centric approach into an engineering-driven culture.
- Championed user-driven strategies by incorporating UX design principles into product vision, audience targeting, user needs definition, and corporate identity, shaped by exploratory user research and market analysis.
- Steered 3-year product strategy by creating a user journey map, synthesizing years of qualitative and quantitative research into a comprehensive user understanding.
- Established Design Thinking practices by facilitating working groups that, e.g., aligned technologies across contexts and defined shared design principles.

Streamlined strategic decision-making by setting up a product backlog process that fused PM, developer and QA team needs with user-centered design principles.
- Created a clearer, data-driven, outcome-based approach by linking UX, Support and other data, reducing risks and enhancing strategic alignment.
- Smoothened onboarding of new UX/PM/Strategy team members.
- Broke down silos between teams through more transparent communication of knowledge and goals, resulting in more meaningful and impactful solutions.

Contact

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/in/arnoudb

Professional profile

Innovative, proactive, perceptive, analytical, collaborative, adaptable, intrinsically driven, trustworthy

Languages

Dutch	●●●●●
English	●●●●●
French	●●●●◐

Skills

Management	●●●●●
Strategy	●●●●○
Design	●●●●○
Research	●●●●○
Prod. Mgmt.	●●●○○

Tools

Figma, Adobe, Airtable, Notion, Miro, Alchemer, Mailchimp, Crowdin, Flurry, Confluence, JIRA, Slack, Zoom, Zapier

Interests

Exploring emerging tech, product & UX trends, discovering innovative apps, experiencing diverse cultures, enjoying nature, optimizing productivity, pursuing sustainability, gaming (digital & tabletop)

Boosted user engagement, retention, and satisfaction by establishing a user research practice that provided Product teams with deeper insights for superior solutions.
- Built up a lab for local & remote usability testing of mobile (prototype) apps.
- Optimized alignment between user needs, design and business objectives through cross-functional collaboration between UX Researchers and UX Designers.
- Introduced various methods, such as:
  - Expert reviews, workshops, interviewing/shadowing, mobile app analytics
  - Statistical analysis for benchmarking and increased data reliability
  - Advanced surveys & mailings for user recruitment and global research
  - HMI guidelines to improve adoption and retention across products

Continuously improved team efficiency, product quality and communication.
- Ensured a transparent process for improvements, based on collaboration, iteration, heuristic evaluation and/or competitive analysis.
- Integrated user-centered design practices across the full product lifecycle.
- Catalyzed the creation of a Design System, strengthening the brand, cross-team collaboration and efficient implementation.
- Spearheaded a research framework, to shorten cycles and enhance data reliability.
- Deployed project management methods including KanBan & Agile Scrum across app product teams, improving cross-team cohesion.
- Overhauled language management, unifying brand voice to increase brand value and customer trust, while simplifying translation and reducing errors.

Senior UX Specialist, Elsevier   *2008 - 2011*

netherlands   hybrid

Elsevier is a global leader in scientific and medical publishing, with 8000+ employees.

Led a user-centered design team in an international environment.
- Improved customer satisfaction by directing & working on usability, accessibility, text copy, visual & interaction design (incl. style guides) and front-end code.
- Refined UX prototyping & delivery process in collaboration with the dev team.
- Praised for an innovative prototype, visually representing complex data sets, enabling customers to understand and filter faster.

Other jobs

canada   netherlands   onsite   remote

- **Web Developer**, building and managing websites for millions (NOS, 2006 - 2008)

- **Web Designer** (Concordia University, 2004-2006)

- **Founder** Quartier Design: web hosting, development and design services; F1Universe.com: Formula One news website with a community of thousands; GP2 Times Database: companion app for a popular game, featured in multiple magazines.

Education & training

- **Management**: Nonviolent Communication + DiSC Management Training (OrCadre), Certified Scrum Master (Scrum Alliance)

- **UX**: UX Strategy (UXStrat), Design Strategy (Adaptive Path), Innovation Games (Enthiosys), Guerrilla Usability: UCD Without a Budget + Usability and the Human Mind: How Your Customers Think (Nielsen Norman Group), Web Usability (Userfocus)

- **Academic education**: European Media Masters of Art, Bachelor of Arts (BA) and Bachelor of Science (BSc) in Digital Media Design (Faculty of Art, Media & Technology at the University of Arts, Utrecht, The Netherlands)

Quotes

"You set a rare tone for your team – one of positivity, supportiveness and exacting standards – and you succeed in doing so because you lead by example. I feel lucky to benefit from that." — Lewis Bowman, UX Writer

"Arnoud is (…) meticulous, conscientious, and diligent (…) His passion is evident in the quality of his output and the richness of discussions. His ability to envision the company's entire ecosystem, while also possessing detailed knowledge of the product experience—all in line with business objectives and product vision—impressed me." — Estelle Garcet, UX Manager

"Next to the human part of 'World's best boss' , you brought so much more than just that. You also brought guidance, expertise and dedication (you taught me what "user-committed" really means)." — Nicolas Rucine, Brand/UI Lead

"His UX solutions are always driven by a professional amount of research. This makes them connect perfectly with the needs of the end-user as well as help drive your business forward." — Rein Groot, UX Specialist

"He won't settle for less than a excellent user experience in every little detail without losing the big picture. As a source for new developments in the field, he uses this knowledge to make innovative designs." — Anneke Nipius, UX Designer

"He is a very peoples person, an outstanding asset and positive influence to any team." — Volkert Paap, Front-end developer