bart.design

Portfolio
bart.design

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Hi, I'm Bart Wijsmuller

I design products people trust.

I've led design operations, delivered scalable systems, and partnered closely with product, engineering, and senior stakeholders across the full product lifecycle.

I thrive in modern, code-driven environments, contributing as either a sole designer or embedded within cross-functional teams.

Expertise

- 🎚 UX Strategy
- 🤝 Design Leadership
- 🗄 Omni-Channel Product Design
- 🏙 Design System Architecture
- ⚙ DesignOps & Delivery Systems
- 💙 Inclusive & Accessible Design

Certifications

UX Master
N N/g
MASTER
nngroup.com
DEC 2020

Product Owner
PSPO I
Scrum.org
JUN 2025

Scrum & UX
PSU I
Scrum.org
OCT 2024

Scrum Master
PSM I
Scrum.org
JUN 2024

Featured Experience

Lloyds Bank International

Lead Digital Product Designer
AUG 2023 - DEC 2025 · 2.5 yrs

- Led UX design strategy across iOS, Android and Web.
- Designed and launched Lloyds' first multi-currency mobile app. (40+ journeys, 98% Apdex, 98% crash-free, 1,500+ DAU)
- Delivered large-scale rebrand across platforms via token-driven design system.
- Introduced Figma as organisational source of truth; migrated Sketch into scalable libraries.
- Embedded DesignOps into agile delivery (Jira integration, DoD, Design QA, accessibility).
- Owned end-to-end UX across 40+ journeys (iOS, Android, Web).

Standard Bank International

Senior UX & UI Designer
JUN 2022 - APR 2023 · 11 mos

Led end-to-end UX across three international digital onboarding initiatives at Standard Bank Offshore, transforming paper-based processes into a scalable, mobile-optimised service. Reduced onboarding time from days to under 45 minutes and cut manual re-entry by ~70%.

Mystery Quest

Founder
APR 2021 - MAR 2023 · 2 yrs

Founded and led Mystery Quest, a hybrid digital-physical adventure game. Designed the end-to-end product experience, brand, and mobile platform, integrating GPS gameplay and real-world events. Shipped 0–1, validated with users, and balanced UX, technology and strategy.

C5 Alliance

Design Consultant
MAR 2018 - Present · 8 yrs

Contributed to 50+ UX/UI engagements across banking, fintech, startups, and enterprise. Led end-to-end product design, scaled systems, and partnered with senior stakeholders. Mentored 2 junior designers and championed accessible, high-quality digital experiences.

+47 Clients