Bart Wijsmuller
Product Designer

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About Me

Senior Product Designer obsessed with UX/UI Design, Product Strategy, and great Omni-Channel Experiences.

I focus on turning complexity into clarity, designing systems, journeys, and experiences that make life easy and delivery smooth. I take pride in my work, especially when requirements are challenging, from compliance and tight budgets to deadlines, scale, or legacy systems.

In my spare time, I like to stay active with running and paddle-boarding. I enjoy reading a mix of philosophy and design. I usually have one or more creative side projects too.

Featured Experience   25+ Clients

Lloyds Bank International / Lead UX Designer

[CONTRACT] AUGUST 2023 – PRESENT

Led end-to-end product and experience design across mobile and web platforms. Shaped omni-channel banking journeys, scaled design systems, embedded accessibility practices, and collaborated across product, engineering, and compliance teams to deliver consistent, high-quality experiences at scale.

Standard Bank Offshore / Lead UX Designer

[CONTRACT] JUNE 2022 – APRIL 2023

Drove UX and product design across multiple onboarding initiatives for customers and IFAs globally. Helped transition legacy, paper-based processes into streamlined digital journeys. Delivered end-to-end design strategy, prototyping, and testing in collaboration with product, engineering, and compliance teams.

Mystery Quest / Founder

APRIL 2021 – MARCH 2023

Founded and led a digital startup creating a mobile mixed-reality experience. Owned the concept from vision to launch, securing investment, leading product design and strategy, and guiding the end-to-end delivery of a unique location-based platform.

C5 Alliance / Design Consultant

MAY 2018 – PRESENT

Designed and delivered UX, accessibility, and product solutions across 50+ fintech, startup, and public sector projects, while scaling design maturity, mentoring junior designers, and supporting two award-winning community app initiatives.

Skills   Figma (Expert)

Product: JIRA • Microsoft DevOps • Planning & Strategy • Product Discovery • Agile Documentation & Delivery (User Stories, Feature Hypothesis, AC, DoR, DoD)

Design: UX/UI Design • Interaction Design • Interactive Prototypes • UX Management • DesignOps • Lean UX • Accessibility • Inclusive Design • Journey Mapping • Service Design • Design Systems • Leonardo.ai

Research: UX Research • Usability Testing • Data & Feedback Analysis • Task Analysis & Persona Hypothesis • A/B Testing • Feature Experiments • Diary Study

Engineering: VS Code • Cursor • Git • JSON • HTML/CSS/JS • APIs • Polling • Webhooks • NextJS • ChatGPT • Google Gemini

Collaboration: Organising & Facilitating Workshops • Team Leadership • Coaching • Detail Orientated • Empathic • Engaged • Excellent Communicator

Certifications

NN/g UX Master (UXMC)
DECEMBER 2020
nngroup.com

Product Owner
PSPO I
JUNE 2025
scrum.org

Scrum & User Experience
PSU I
OCTOBER 2024
scrum.org

Professional Scrum Master
PSM I
JUNE 2024
scrum.org