Pieter-Jan Feys

Design Lead | UX Strategist | Agile Advocate | Nielsen Certified

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EXPERIENCE

Senior Lead Instructor – UX Design

General Assembly | Global Leader in Education & Career Transformation
April 2020 – July 2024 | 2 years 6 months, with a 1 year 8 month sabbatical

- Coached and mentored over 200 aspiring UX designers, fostering talent development

- Designed and led extra programs focused on the use of AI in design

- Shared expertise in UX Design, drawing from 20+ years of experience

Senior Lead UX Designer

Telenet | Leading Telecom Company in Belgium
September 2017 – May 2019 | 1 year 9 months

- Led UX research, usability testing, and interaction design for MyTelenet, a telecom app with 2M+ users

- Directed multi-disciplinary teams and aligned stakeholders across local and global regions

- Co-organized innovation workshops, shaping the next-gen digital product vision

Lead UX Designer

Rombit | Award-Winning IoT & Maritime Startup, Belgium
July 2016 – July 2017 | 1 year 1 month

- Defined UX strategy and established a scalable design framework for a fast-growing startup

- Led user research initiatives and introduced UX toolsets to enhance operational efficiency

- Pitched user-centric design concepts, contributing to business growth and innovation

CERTIFICATION

Nielsen Norman Group UX Certificate

Since 1st of June 2016

nngroup.com/ux-certification/verify
ID 1013545
Specialty in UX Management

SKILLS

Design Thinking

UX Management, UX Strategy, Design Operations, Cross-Functional Team Leadership, Mentorship & Coaching

User-Centered Design

User Research Methods, Usability Testing, Persona Development, Information Architecture, Human-Computer Interaction (HCI), Interaction Design

Interface Design & Prototyping

Interface Design, Wireframing, High-Fidelity Prototyping, Interactive Prototyping

Stakeholder Engagement

Client & Stakeholder Management, Design Workshops & Facilitation, Cross-Department Collaboration

Customer Experience Design Consultant

BNP Paribas Fortis | Largest Consumer Bank in EU

October 2015 – July 2016 | 10 months

- Led UX design for onboarding and authentication in Belgium's most-used banking app, Easy Banking

- Designed user flows for 2FA mobile payments authentication, later adopted by all Belgian banks

- Enhanced user experience for online banking services, streamlining account opening processes

User Experience Design Consultant

Digipolis | Governmental ICT Service Provider, Belgium

May 2014 – September 2015 | 1 year 5 months

- Led UX design for FOCUS, an award-winning police application suite

- Developed a design system to accelerate software development and ensure consistency

- Redesigned local government software, improving usability for front-line workers

Lead Information Architect

Pure Sign | Open Source Development Team, Belgium

April 2013 – April 2014 | 1 year 1 month

- Developed information architecture for high-traffic governmental and nonprofit websites

- Optimised large-scale content platforms such as the Flemish Event & Tourism site uitinvlaanderen.be

Freelance Interaction Designer

Various clients | Aristo Music, Mediahuis, Wolf's Little Store

May 2012 – April 2014 | 1 year 11 months

- Redesigned the UI for the Tunify app, improving usability

- Developed the front-end for Sportwereld Live website using rapid prototyping

- Designed a hospital interface for vaccine review and management

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Strategic Design

Design System Implementation, Design-Driven Innovation, Roadmapping & Prioritization

Data-Driven Design

UX Analytics, A/B Testing, Behavioral Data Analysis

METHODOLOGIES

Agile & Lean UX

Value Proposition Design

Scrum & Agile

User-Centered Innovation

Service Design

TOOLS

Information Architecture & Prototyping
Figma, Axure, HTML & CSS

Visual & Interaction Design
Figma, Midjourney, Stable Diffusion, Photoshop, Illustrator

Development & Front-End Tools
Sublime Text, Chrome, Jira, GitHub, Trello, Chat-GPT

Analytics & Tracking
Google Analytics, Adobe Analytics, Adobe Experience

Collaboration & Documentation
Slack, Microsoft Teams, Confluence, Google Docs, Office

Multimedia
Premiere, After Effects, Logic Audio, Native Instruments Suite

Senior Web Designer

Emakina Group | European Digital Agency, Belgium

January 2011 – April 2012 | 1 year 4 months

- Designed web and mobile applications for international clients including Unilever

- Created engaging browser-based games and digital experiences

Digital Media Designer

Prophets | Full-Service Digital Agency, Belgium

April 2008 – December 2010 | 2 years 9 months

- Designed accessible, user-friendly websites for clients like AXA Insurance

- Focused on usability and accessibility across digital media projects

Freelance Multimedia Developer

Various clients | Belgium

October 2005 – March 2008 | 2 years 6 months

- Produced corporate videos, designed motion graphics, and developed small business websites

EDUCATION

Master's in Audiovisual Arts - Game Design

Media, Arts and Design Faculty | Genk, Belgium

September 2004 – June 2006

Master Thesis: "How Can Violent Games Contribute to Our Society?" - Honourable Distinction

Bachelor's in Communication & Media Design

Media, Arts and Design Faculty | Genk, Belgium

September 2001 – June 2004

Higher Diploma in Sound Engineering

Gateway School of Music | London, United Kingdom

September 1999 – June 2001

Diploma in Audiovisual Design

LUCA School of Arts | Brussels, Belgium

September 1997 – June 1999

LANGUAGES

English

Excellent – advanced skills in writing for web & interface

Dutch

Native – advanced skills in writing for web & interface

French

Good in reading, writing and talking

COURSES

UX Training

Nielsen Norman Group

Advanced Actionscript

Cevora, Public Course

Lightwave 3D Initiation

Prophets, Private Course

Music Culture

Academy for Music, Word and Dance, Antwerp