



Hi,

I'm Coen. I design digital products that millions of people use every day – and I care whether that experience is worth their time.

Over the past 15 years I've worked across media platforms and global financial services, shaping user flows, design systems, and interfaces that hold up under real-world pressure. I enjoy turning complex systems into clear structures and collaborating closely with product and engineering to make ideas practical and shippable.

I'm at my best when simplifying complexity, building scalable design systems, and moving quickly from concept to testable prototype – using whatever tools get there fastest, including AI.

You can see some examples of my work at the following links:

www.coenvanmourik.com

Best regards,

Coen van Mourik



Working experience



Senior Product Designer

NPO, Hilversum, Netherlands

Jan 2024 - Jan 2026 (2 years)

As a Product Designer at NPO, I was part of a small UX team responsible for bringing NPO Luister – previously app-only – to the web. Working alongside front-end, back-end, and a product owner, I helped shape the web experience from research through to final design.

My focus was on translating app functionality into a web-native experience, conducting feature research, and collaborating closely with developers to ensure designs were implemented effectively.

Skills:

Product Design · UX Design · User Research · Prototyping · Cross-functional Collaboration

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Senior Product Designer

Mobiquity Inc., Amsterdam, Netherlands

May 2017 - April 2023 (6 years)

Mobiquity is a digital consulting firm delivering products and services for brands like Rabobank, Philips, Backbase, and Bank ABC.

I designed and validated user experiences across multiple client projects – leading research, translating insights into flows, wireframes, and prototypes, and iterating based on user testing. I worked in agile teams alongside business analysts, architects, and developers, and mentored junior and mid-level designers.

Skills:

Product Design · UX Research · Prototyping · User Flows · Cross-functional Collaboration · Rapid Prototyping · User Testing

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Founder

CryptoCollectibles, Amsterdam, Netherlands

May 2021 - Dec 2021 (8 months)

CryptoCollectibles is a weekly newsletter covering news and insights on digital art and NFTs.

I built this as a personal project to explore no-code and AI in practice – handling everything from concept and copy to front-end and back-end, without writing a single line of code.

Skills:

No-Code Development · AI · Product Design · Copywriting · UI Design



UX / UI Designer

BJSS, London, United Kingdom

April 2016 - April 2017 (1 year)

As a UX consultant at BJSS, I led discovery engagements and user research, translating findings into flows, wireframes, personas, and prototypes. I worked closely with clients and developers to ensure designs were practical, user-centered, and technically feasible.

Skills:

Product Design · UX Research · Prototyping · User Flows · Wireframing · Rapid Prototyping



Co-Lead UX / UI Designer

DEGIRO, Amsterdam, Netherlands

June 2013 - February 2016 (2 years and nine months)

I was one of the lead designers at DEGIRO from the early days – now Europe's fastest-growing online stockbroker across 16 countries. Working closely with the CEO and lead developer, I helped shape the platform from the ground up. My focus was on the full design process: user stories, flows, wireframes, and high-fidelity prototypes for web and mobile. I conducted usability research, prioritized features for launch, and worked directly with developers to bring designs to life.

**Skills:**

Product Design · UI Design · User Flows · Prototyping · Usability Research · Product Planning

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Summary

Senior product designer with 15+ years of experience across fintech, media, and digital consulting. I design products that millions of people use – from early-stage concepts to scalable design systems and high-fidelity interfaces.

I work closely with product, engineering, and business stakeholders to turn complex problems into clear, user-centered solutions. At my best when moving quickly from insight to prototype, and building things that hold up under real-world pressure.

Education

Hogeschool INHOLLAND

1999 - 2004

BBA in Banking and Finance

Contact

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