



Hi 🤝,

As a passionate product designer, I fully commit to transforming ideas into captivating visual stories. My unwavering love for design drives me to strive for excellence in every project I undertake. Design is not just about aesthetics; it should embody the brand's essence, engage its intended audience, and foster long-lasting connections.

With years of experience in the creative industry, I have refined my skills to create visually appealing designs and solve real-world problems. A successful product should facilitate a smooth and effortless user journey, creating positive emotions.

The design process itself is what truly fascinates me. I am particularly excited about the potential of No-Code and AI technologies to enhance the speed, quality, and efficiency of design.

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

<https://coenvanmourik.com>

Best regards,

Coen van Mourik





Working experience



Creative Lead and Product Designer

Mobiuity Inc., Amsterdam, Netherlands

May 2017 - April 2023 (6 years)

Mobiuity is a digital consulting firm that uses technology to solve real-world problems and deliver digital products and services for leading brands such as Bank ABC, Ila Bank, Rabobank, Philips, Nestlé, Backbase, and Weight Watchers.

While at Mobiuity, I was responsible for designing and improving user experiences and validating new products for clients. My focus was always on ensuring that our solutions were intuitive and user-friendly.

As part of my role, I was responsible for designing, planning, and executing several user research activities. I analyzed the insights from the discovery process and incorporated them into my deliverables to create high-quality customer experiences. These deliverables included personas, user journeys, user flows, wireframes, mockups, and clickable prototypes.

User testing was essential to my work, allowing me to iterate ideas and designs based on end-user feedback. I worked collaboratively with agile teams consisting of clients, business analysts, solution architects, developers, and testers. I defined and refined the design process by working alongside other disciplines to ensure the end product was high quality.

Additionally, I mentored junior and mid-level team members to help them achieve their full potential.

Skills:

Teamwork · Analytical Skills · Prototyping · Product Planning · Product Concept · Functional Design · Rapid Prototyping · Product Design · New Product Validation · User Interface Design · User Research · Wire-framing · User Journeys

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Founder

CryptoCollectibles, Amsterdam, Netherlands

May 2021 - Dec 2021 (8 months)

CryptoCollectibles is a weekly newsletter providing you with the latest news and insights on the digital art space. You will receive a weekly roundup of fun,



engaging, and valuable NFTs. It's like a treasure hunt for digital assets without ever having to leave your email.

I created CryptoCollectibles.cc to explore the potential of no-code development in creating professional newsletters. The front-end, copy, and back-end were built using no-code and AI technologies.

Skills:

Artificial Intelligence (AI) · No-Code Development · Copywriting · Product Concept · Product Design · User Interface Design



UX Designer

Backbase, Amsterdam, Netherlands

June 2017 - Jan 2018 (8 months)

As a MobiQuity product designer, I provided consulting services for a digital banking platform, Backbase. This platform is known for its advanced digital banking software solution, integrating data and functionality from traditional core systems and fintech players into a seamless, digital customer experience.

My responsibilities included synthesizing insights from discovery and incorporating them into UX deliverables, defining the UX design process, working alongside other disciplines, creating wireframes to define page and content layout, and designing low and high-fidelity prototypes.

Skills:

Consulting · Prototyping · Product Design · User Experience Design · Wire-framing



UX / UI Designer

BJSS, London, United Kingdom

April 2016 - April 2017 (1 year)

As a consultant at BJSS, my job was to improve the user experience for clients by creating intuitive solutions that put the user first. To do this, I led discovery engagements, designed user research activities, and produced high-quality UX outputs like prototypes, mockups, user flows, personas, and user journeys. I worked closely with clients and developers to ensure



that designs were implemented effectively while meeting user needs, business requirements, and technical constraints.

Skills:

Teamwork · Analytical Skills · Prototyping · Product Planning · Product Concept · Functional Design · Rapid Prototyping · Product Design · New Product Validation · User Interface Design · User Research · Wire-framing · User Journeys



Co-Lead UX / UI Designer

DEGIRO, Amsterdam, Netherlands

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

I was one of the lead designers of DEGIRO's brokerage platform, now Europe's fastest-growing online stockbroker in 16 countries. From June 2013, I worked closely with the CEO, lead programmer, and another designer to understand customers' needs and translate them into practical, user-friendly features.

While at DEGIRO, my primary focus was to create user stories, user flows, and clickable prototypes that aligned with the company's vision, design principles, and content strategy. I prioritized and negotiated features for launch and beyond, always keeping the customer's goals in mind.

Until July 2016, I led the efforts to enhance the service and address customer pain points related to the trading experience. Some of my key responsibilities included overseeing the entire design process from concept development to wireframes to high-fidelity prototypes for mobile and web, conducting research and usability studies, monitoring and reporting to the stakeholders, and working directly with developers to implement the design.

Skills:

Teamwork · Product Planning · Product Concept · User Interface Design · User Flows · User Analysis



Summary

As a self-motivated and experienced product designer, I am a collaborative team player with excellent communication skills. My design solutions are presented clearly and meaningfully, and I can quickly adapt to agile environments.

Education & Certificates

NN/g: Storytelling to Present UX Work
2019

NN/g: Lean UX and Agile
2019

Hogeschool INHOLLAND
1999 - 2004
BBA in Banking and Finance

Interests

Design
Artificial Intelligence
No-Code development
Crypto
Books
Cycling
Football

About me

I was born on September 3rd, 1980, in Amstelveen, Netherlands. I am male and currently seeking job opportunities in the Amsterdam area. I am married with children and fluent in Dutch and English, and I have started learning Polish.

Contact

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