

Hidde van der Ploeg

CURRENT POSITION
LEAD PRODUCT DESIGNER AT LIGHTSPEED POS

As the Lead Product Designer I’m responsible for the design direction and vision for all Lightspeed products. I help shape a cross-platform unified look and feel for our software by creating and maintaining a design system for both web and iOS.

I also conduct design reviews and guide stakeholders of Product Management and Engineering to a unified vision for the product experience.

November 2015 - Present

EXPERIENCE

Head of Design at SEOshop

In 2013 I started working at SEOshop an eCommerce platform that didn’t have any designers. I was hired to build and manage a design team and to define the style of their new platform. Building style and brand guides for both internal and external use. In 2015 we launched our new platform and got acquired by Lightspeed.

September 2013 - November 2015

Product Designer at IceMobile

IceMobile was one of the leading mobile agencies in The Netherlands. During my time here I worked on big projects like ABN AMRO for iOS and Android. I also helped to define the style for their Bright Stamps product.
<http://icemobile.com>

October 2011 - August 2013

ABOUT LIGHTSPEED

1. **\$15 Billion** in transactions processed by our customers annually
2. **3 products:** Retail POS, Restaurant POS & eCommerce platform
3. **500+** Employees on 9 different locations
4. **40.000+** businesses that uses Lightspeed as software

ABOUT ME

I’m a 26 y/o product designer living in Amsterdam that loves to try and learn new things.

Big fan of creating icons and to play with code. I’m an overall geek for technology that wants to make Star Wars a reality (without Jar Jar Binks of course).

Did I mention I can spend a whole day discovering music?

Github & Dribbble:

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hiddevdploeg.com

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hiddevanderploeg@gmail.com

Some pet projects:

Vekt for iOS and watchOS - vektapp.com

This iOS app helps you track your weight fast inside Apple’s own Health app without the need of a smart scale. I didn’t only design this app but actually build it as well. Learned a lot of Swift during.

Oakcons - oakcons.com

A little icon set i’ve made because I could



Vekt for iOS and watchOS

This iOS app helps you track your weight fast inside Apple's own Health app without the need of a smart scale. I didn't only design this app but actually build it as well.

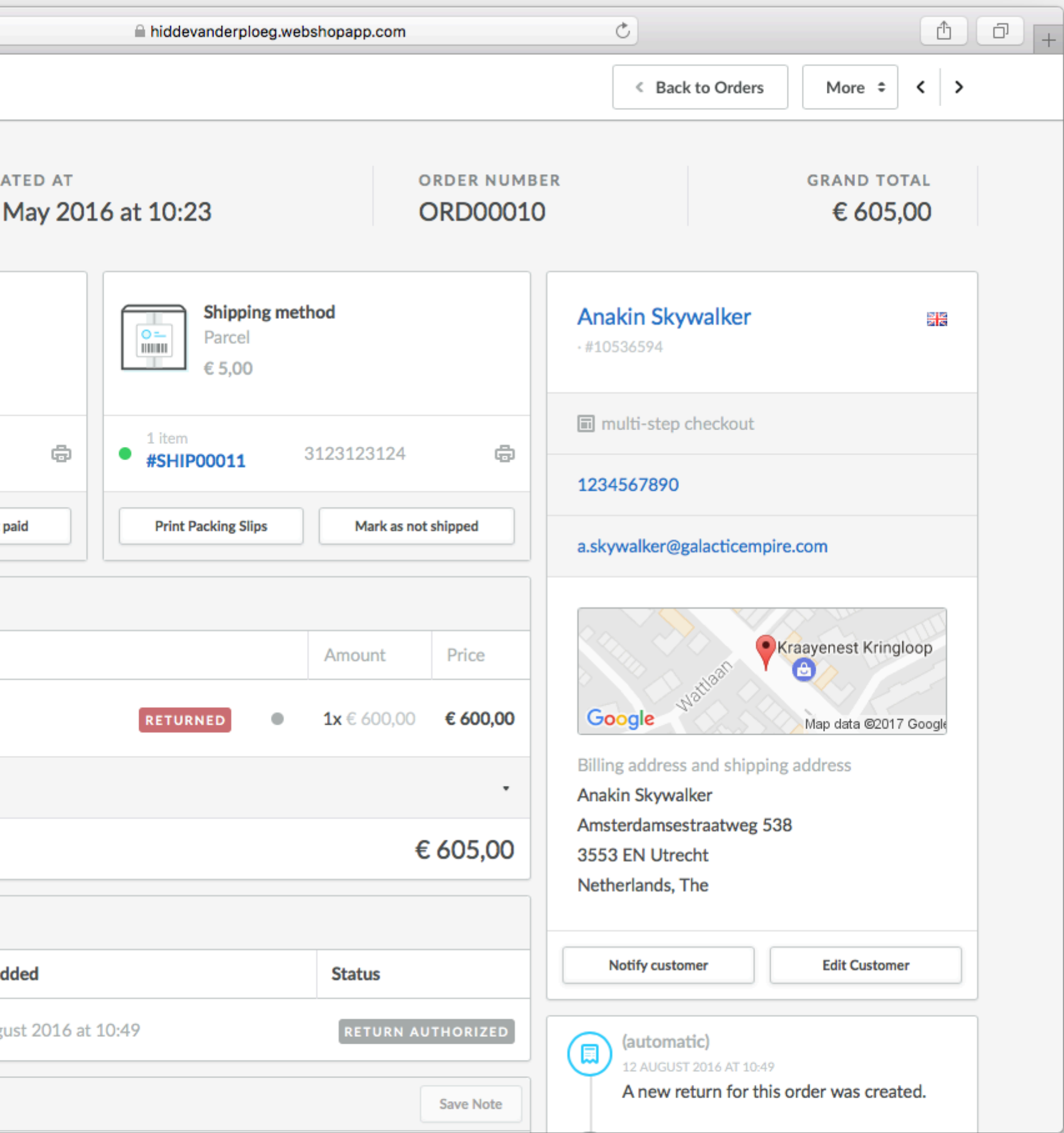
Learned a lot of Swift during

[Read more about Vekt](#)

[Visit Website](#)

[Download on AppStore](#)





Lightspeed Cirrus

Cirrus is the name of the main design system that is currently being implemented inside all Lightspeed products. I helped initiating this and building this from scratch.

I would love to tell more about this and the process in a future interview

shadow-6
12px
24px
rgba(Night, .1)

0.0

Danger

Description of alert.

This is a really really long sentence to enter in h

Luke Skywalker

Jedi Knight

Lightsaber: Blue

Master: Obi-Wan Kenobi

Button

DANGER

View Product

Tooltip

Label*

Chewb

Add "Chewb"

Text

Text

Text

Dropdown

Label

Description

Green-200

#3DD164

Type something

Header

Header

Text value

Text value

Text value

Text value

Text value

Text value

Text value

Text value

Text value

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Text value

Button

Label

Description

Meta Title

e.g. "John's Bike Shop"

0.0

spacing-4
24px

Thank you for considering.

[Email me](#)