
PROFESSIONAL PROFILE

As Head of UX at citizenM, I lead the development and transformation of a comprehensive digital strategy for guest-facing tools, promoting cross-functional collaboration to enhance the user experience across the product lifecycle. This involves integrating DesignOps practices and actively supporting the UX team in advancing the organization's journey toward UX maturity. Create and implement a data-driven user-centric feedback loop, to achieve a significant 10% enhancement in user satisfaction and return rate, as measured by the Customer Performance Score (CPS), Customer Lifetime Value (CLV) and NPS

AREAS OF EXPERTISE

Strategic Alignment | Design Thinking | Data-Driven decision-making | User-Centric Feedback Loop | Digital Content Strategy | Omni-channel optimization | AI | Hyper-segmentation & personalization | Transformation Strategy | Operational Efficiency | Process Innovation | Senior Stakeholder Management | Agile | KPIs and Metrics | Change Management | DesignOps | Team Leadership | Mentoring & Coaching |

PROFESSIONAL EXPERIENCE

citizenM hotels, New York, NY / Amsterdam, NL

Sept 2023 – today

Head of UX

- Lead the development and transformation of a comprehensive digital strategy for guest-facing tools, promoting cross-functional collaboration to enhance the user experience across the product lifecycle
- Align design principles with business goals, integrating UX and design thinking into planning processes for a cohesive product development strategy
- Create and implement a data-driven user-centric feedback loop, to achieve a significant 10% enhancement in user satisfaction and return rate, as measured by the Customer Performance Score (CPS), Customer Lifetime Value (CLV) and NPS
- Explore opportunities to leverage AI for hyper-segmenting user preferences to enable digital personalization
- Implement DesignOps practices, scaling the UX team and improve processes and workflows to enhance efficiency
- Establish design systems and repositories to ensure consistency and scalability across various digital products
- Mentor, support and coach the UX team, cultivating their expertise and expanding their capabilities across domains

McKinsey & Company, New York, NY

Jun 2017 – Mar 2023

Senior Manager, UX Research and Transformation | Head of PMO

- Conducted complex cross-functional and highly visible foundational research projects for internal departments and teams on a wide range of topics, resulting in insight in the entire data value chain, technology, and end-user experience to support strategic and operational objectives and several key internal process improvements
- Re-structured McKinsey's procurement function in close collaboration with senior leadership, resulting in \$35MM savings

Manager, UX Research and Process innovation

- Leveraged research insights to initiate process improvements and drive a merger of 5 data & analytics functions, resulting in 10% client-facing efficiency increase and 25% FTE reduction, and the creation of new custom technology.
- Led a cross-functional research team to develop a digital content strategy for an internal change management program, resulting in 500% increase in digital engagement within 6 weeks of re-launch

Moody's Analytics, New York, NY

Aug 2016 – Jun 2017

Associate Director, User Researcher

Optimizing financial digital subscription platforms for Moody's clients

- Led customer research and platform testing, resulting in 5% subscription growth and 10% reduction in attrition
- Led and mentored a team of User researchers, mentoring and coaching, performance reviews and daily tasks

Usablenet, New York, NY

May 2015 – Jul 2016

Senior User Researcher

Mobile/Multi-channel Technology Agency to optimize clients' mobile ecommerce experience and increase online sales

- Implemented conversion strategies to improve omni-channel B2C user experience for clients
- For global hotel chain, mixed method discovery on role of tablet in end-to-end customer experience
- Effectively collaborated with Sales, Design, and Tech teams to deliver on client pitches and project deliverables

Design Creatives, New York, NY

Sep 2008 – May 2015

Design & Strategy Consultant. Founder and Owner

Design Research Agency, providing Design Research services to clients in the Retail Industry

- Appropriately applied a wide variety of research methodologies including ethnographic studies, participatory design, traditional usability testing, survey design, interviews, resulting in a comprehensive understanding of customer needs, industry players, trends, competitive strategies, technologies and standards
- Develop insights into concepts and designs for clients, resulting in new product development

EDUCATION

Master's Degree, Social and Organizational Psychology

Utrecht University, The Netherlands

Master's Degree, Industrial Design

Pratt Institute, Brooklyn, NY

Propeduse Degree, Interior & Product Design

Royal Academy of Arts, The Hague, the Netherlands

CERTIFICATIONS

- **Performance Management and Tracking (Metrics, KPIs)** – McKinsey Academy, 2023
- **Leading Transformations: Manage Change** – Macquarie University via Coursera, 2023
- **McKinsey Transformation L1 Program** – McKinsey (internal expert training), 2022
- **Artificial Intelligence: Implications for Business Strategy** – MIT Sloan School of Management, 2020
- **Certified Agile Leadership** – Scrum Alliance, 2019

SOFTWARE

- Adobe Creative Suite, Figma, Miro
- Jira, Qualtrics, Dovetail
- Google Analytics, Heap
- Rhino, Solidworks