

PROFESSIONAL PROFILE

Strategic UX leader with 14+ years of experience driving innovation at the intersection of design, research, and technology. Expertise in AI UX, building high-performing teams, and delivering enterprise-grade experiences that balance user needs with business impact.

CORE COMPETENCIES

- UX Leadership & Team Development
 - Design Thinking & Human-Centered Innovation
 - Research-Driven Product Strategy
 - End-to-End & Cross-Channel Experience Strategy
 - Stakeholder Alignment
 - Design Systems & DesignOps Implementation
 - Agile Methodologies
 - AI Integration & Transformation
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PROFESSIONAL EXPERIENCE

Independent Research, New York, NY

Oct 2023 – Present

AI UX Leadership & Strategy

Building AI UX capabilities within product teams and enterprise organizations, ensuring AI-driven experiences are strategic, intuitive, and user-centered. Focused on scaling UX maturity, preparing teams for AI integration, and optimizing AI-powered user experiences that drive business impact.

- Developed an AI UX Maturity Model, enabling product teams to assess readiness and prioritize AI integration opportunities
- Developed the Proactive AI Trust Ladder™, a product development framework that helps teams design appropriate user confidence mechanisms into AI-powered features
- Established AI governance guidelines for UX teams, providing practical implementation toolkits that balance innovation with responsible design practices
- Investigating AI ethics and governance, conducting expert interviews and developing best-practice guidelines
- Prototyping AI-enhanced UX experiences, including conversational AI and predictive UX models

citizenM hotels, New York, NY / Amsterdam, NL

Sept 2023 – Oct 2024

Head of UX & Design Operations

As the first Head of UX, established and executed UX strategy aligning design and research with business growth goals, driving customer experience transformation across physical and digital touchpoints

- Elevated UX to a strategic function, resulting in a 10% increase in key performance indicators such as Customer Satisfaction (CPS), Customer Lifetime Value (CLV), and Net Promoter Score (NPS).
- Ensured a seamless end-to-end customer journey across multiple channels, including web, mobile app, iPad, kiosk, and in-hotel touchpoints.
- Developed a scalable UX research function by implementing a Voice of the Customer (VOC) program, embedding attitudinal UX metrics—such as satisfaction, effort, emotional affinity, trust, and System Usability Scale (SUS) scores—into product strategy.
- Launched DesignOps by implementing a centralized repository and scalable design system, enhancing design quality and accessibility, and reducing product development timelines by 15%.
- Initiated and developed a research function within the team, experimenting with artificial intelligence (AI) applications for UX.
- Expanded the UX team size by 100% within nine months, fostering a high-performance culture and mentoring team members into leadership roles.
- Co-led the cross-functional Customer Strategy initiative alongside the Chief Product Officer (CPO), forging company-wide business partnerships to align decisions with customer needs.

McKinsey & Company, New York, NY

Aug 2019 – Mar 2023

Senior Manager, UX Research & Transformation

Led UX-driven transformation initiatives and established UX as a strategic function driving business outcomes across enterprise platforms.

- Designed end-to-end cross-channel user experiences across five advanced analytics functions, collaborating with senior leadership on alignment and execution
- Established user research practice that directly informed strategic business decisions, resulting in \$50M annual savings
- Facilitated design thinking workshops with executive stakeholders, embedding experience design into business strategy
- Led cross-functional partnership initiatives between UX, analytics, and business teams to increase tool adoption and optimize workflows

- Integrated UX into Agile methodologies, embedding design sprints and continuous discovery practices
- Created service blueprints and journey maps to visualize complex workflows, identifying optimization opportunities and increasing operational efficiency

Manager, UX Research

Aug 2017 – May 2019

- Led UX research initiatives for the Data & Analytics team, driving data visualization tool adoption and engagement.
- Conducted in-depth user research with analytics experts to evaluate tools and adoption barriers
- Performed competitive research across vendor tools, shaping tool selection strategy and training initiatives
- Developed digital content redesign strategy for change management program, increasing engagement by 500% within six weeks

Moody's Analytics, New York, NY

Aug 2016 – Jun 2017

Associate Director, User Researcher

- Played a pivotal role in redesigning Moody's flagship B2B platform (CreditView, 5,000+ pages) through iterative design sprints, driving data-driven product decisions and seamless user adoption, contributing to \$601M revenue increase
- Conducted technical UX research with financial experts, leveraging mixed-methods approach to uncover complex workflow needs

Usablenet, New York, NY

May 2015 – Jul 2016

Senior User Researcher

- Led omni-channel UX research for B2C and B2B clients across retail, travel, and hospitality
- Optimized cross-channel e-commerce experiences spanning mobile, web, and in-store

Design Creatives, New York, NY

Sep 2008 – May 2015

Design & Strategy Consultant

- Founded design research consultancy serving retail and design clients, focusing on UX innovation and research-driven product development for physical and digital products
- Led research-driven product innovation, translating market trends into actionable designs

EDUCATION

Master's Degree, Social and Organizational Psychology

Utrecht University, The Netherlands

Master's Degree, Industrial Design

Pratt Institute, Brooklyn, NY

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 & ANALYTICAL TOOLS

- Research & Analytics: Qualtrics, UserTesting, Dovetail, Hotjar
- AI & Machine Learning Tools: ChatGPT, Claude, Perplexity, Stable Diffusion, Midjourney
- Collaboration & Productivity: Miro, Jira, Confluence, Notion, Airtable
- Design & Prototyping: Adobe Creative Suite, Figma, Sketch

AI UX TOOLS & FRAMEWORKS

- **AI Research & Testing:** Usertesting AI Analyzer, Dovetail AI, Lookback for AI interactions
- **AI Design Systems:** Anthropic Claude Pattern Library, GPT-4 UI Components
- **AI UX Frameworks:** Anthropic's Constitutional AI, Google's PAIR, Microsoft's HAX
- **AI Development:** Prompt engineering, LLM fine-tuning concepts, RAG architecture understanding
- **AI Governance:** Responsible AI frameworks, AI transparency documentation
- **Custom Frameworks:** AI UX Maturity Model, Proactive AI Trust Ladder™