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## PROFESSIONAL PROFILE

Strategic leader with 18 years of experience in user experience, customer experience, and transformation roles, including 6 years at McKinsey. Proven track record as an outstanding problem solver and strategic thinker with a strong background in data, design, customer and user experience. Renowned for creative thinking and innovation, capable of translating complex ideas into actionable recommendations. Adept at driving corporate strategy initiatives, fostering cross-functional partnerships, and influencing strategy at senior levels.

## KEY ACHIEVEMENTS

- Led a comprehensive transformation effort aligning design principles with business objectives, resulting in enhanced scalability and planning processes supported by data-driven insights, resulting in \$35 million in annual savings.
- Pioneered an omni-channel digital strategy for a global hotel chain, fostering cross-functional collaboration and organizational transformation with measurable impact on satisfaction and return rates ((CPS, CLV, NPS).
- Established and managed a data-driven feedback loop, achieving a substantial increase in user satisfaction and return rates through rigorous analysis and optimization.
- Managed results-driven teams, leveraging data to foster collaboration and skill enhancement for impactful results.

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## PROFESSIONAL EXPERIENCE

**citizenM hotels**, New York, NY / Amsterdam, NL

**Sept 2023 – today**

### **Head of CX/UX and change management**

- Developed an omni-channel digital strategy for guest-facing tools, enhancing CX through cross-functional collaboration and org transformation.
- Led a transformation effort by aligning design principles with business goals, integrating UX and design thinking into planning processes, and scaling the UX team through DesignOps practices to improve processes and efficiency.
- Aligned design principles with business goals, integrating UX and design thinking into planning processes.
- Implemented a data-driven feedback loop, achieving a 10% increase in user satisfaction and return rates (CPS, CLV, NPS).
- Leveraged AI for hyper-segmentation, enabling personalized digital experiences.
- Established design systems for consistency and scalability across digital products.
- Mentored and coached the UX team, enhancing their expertise across domains.

**McKinsey & Company**, New York, NY

**Jun 2017 – Mar 2023**

### **Senior Manager, UX Research and Transformation | Head of PMO**

- Conducted complex, cross-functional research projects for internal departments, providing insights across the data value chain, technology, and end-user experience, supporting strategic and operational objectives and key internal process improvements.
- Re-structured McKinsey's procurement function in close collaboration with senior leadership, resulting in \$35 million in savings.
- Initiated and led the Project Management Office (PMO), driving digital transformation by managing and overseeing projects that guided the company through adopting new technologies and processes.

### **Manager, UX Research and Process innovation**

- Initiated process improvements and merged five data & analytics functions, increasing client-facing efficiency by 10% and reducing FTEs by 25%.
- Developed a digital content strategy for a change management program, increasing digital engagement by 500% within six weeks.

**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

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**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

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**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

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**EDUCATION**

**Master's Degree, Social and Organizational Psychology**

Utrecht University, The Netherlands

**Master's Degree, Industrial Design**

Pratt Institute, Brooklyn, NY

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Royal Academy of Arts, The Hague, the Netherlands

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**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

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**SOFTWARE**

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

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**AREAS OF EXPERTISE**

Corporate Strategy Development and Execution | Strategic Planning and Analysis | Cross-functional Collaboration and Partnership Building | Quantitative and Qualitative Analysis | Performance Evaluation | Market and Competitive Research | Data-driven Decision Making | Organizational Transformation and Change Management | UX Research and Design Integration | Project Management and PMO Leadership