



KENNETH

HOBBIES

Songwriting, voetbal, TTRPG's, graphic design, casual gaming

SKILLS

Service Design	●●●●○
UX / UI	●●●○
WCAG	●●●●○
InDesign	●●●●●
Photoshop	●●●●○
Illustrator	●●●○
Figma	●●●●○
MS Office	●●●○

SOFTSKILLS

Communicatie	●●●●○
Problemsolving	●●●●○
Flexibel	●●●●○
Samenwerking	●●●●●
Empathie	●●●●○

>5 JAAR

RESEARCH & DESIGN

Een ervaren Service Designer met een passie voor behavioral design en een sterke toewijding aan Accessibility (WCAG compliance). De afgelopen jaren heb ik gebruikersonderzoek gedaan voor verschillende klanten in sectoren zoals retail (Club Brugge), banking (Crelan, MeDirect), verzekeringen (AXA) en distributienetwerkbeheer (Sibelga).

Voor mij is onderzoek de sleutel tot goed design. Mijn aanpak begint altijd met een kickoff meeting of gesprekken met stakeholders om de business needs en richting duidelijk in kaart te brengen. Vervolgens **gebruik ik een mix van kwalitatieve en kwantitatieve methodes** om diepgaande inzichten te verzamelen. Ik betrek gebruikers actief via user interviews en usability testing om hun behoeften en gedrag goed te begrijpen. Voor data-analyse gebruik ik tools zoals Hotjar en **Google Analytics, en voor brainstormen en samenwerking Miro/ Figma.** Figma is mijn go-to tool voor het maken van wireframes.

Een project waar ik bijzonder trots op ben, is mijn werk voor Sibelga. Hier heb ik CRO en kwantitatieve research methodes zoals intercept questions in Hotjar gebruikt om gebruikersgedrag grondig te analyseren. Door middel van top task analysis heb ik de belangrijkste acties geïdentificeerd die gebruikers op de Sibelga-website moesten uitvoeren. Dit maakte het mogelijk om de user journey te optimaliseren en essentiële taken makkelijker en intuïtiever te maken. Hoewel CRO niet mijn sterkste punt is, hebben de inzichten uit dit onderzoek de usability en efficiëntie van de website aanzienlijk verbeterd, wat leidde tot meer tevreden gebruikers en operationeel succes voor Sibelga.

Een ander hoogtepunt in mijn carrière was mijn werk voor Club Brugge. De designs waaraan ik heb meegewerkt, werden genomineerd voor de prestigieuze Webby Award voor Best Sports Webshop, in competitie met grote namen zoals Barcelona en AC Milan. Deze erkenning toont de impact van goed design op gebruikersbetrokkenheid en tevredenheid, en het is een prestatie waar ik bijzonder trots op ben.

Ik ben goed in het identificeren van pain points en het effectief communiceren van design decisions aan stakeholders, zodat **projecten altijd in lijn blijven met de bedrijfsdoelen. Mijn toewijding** aan continue verbetering en leren (zoals mijn recent opgestarte **training Agentic AI & Conversational Design**), samen met mijn brede ervaring, maakt mij een waardevolle aanwinst voor elk team dat streeft naar uitzonderlijke gebruikerservaringen.

Ik kijk ernaar uit om te bespreken hoe ik kan bijdragen aan het succes van jullie team.



CHAMPIONING RESEARCH

KENNETH

HOBBIES

Songwriting, football, TTRPG's, graphic design, casual gaming

SKILLS

Service Design	●●●●●○
UX / UI	●●●○●○
WCAG	●●●●●○
InDesign	●●●●●●
Photoshop	●●●●●○
Illustrator	●●●●●○
Figma	●●●●●○
MS Office	●●●●●○

SOFTSKILLS

Communication	●●●●●○
Problemsolving	●●●●●○
Flexibility	●●●●●○
Collaboration	●●●●●●
Empathy	●●●●●○

An experienced Service Designer with a passion for behavioral design and a strong commitment to accessibility and WCAG compliance. Over the past several years, I have conducted user research for clients across a range of sectors, including retail (Club Brugge), banking (Crelan, MeDirect), insurance (AXA), and utility network management (Sibelga).

For me, research is the foundation of good design. My approach always starts with a kickoff meeting or stakeholder conversations to clearly define the business needs and strategic direction. From there, I use a mix of qualitative and quantitative methods to gather meaningful insights. I actively involve users through interviews and usability testing to better understand their needs and behavior. For data analysis, I work with tools such as Hotjar and Google Analytics or ContentSquare, and for brainstorming and collaboration I use Miro and FigJam. Figma is my go-to tool for creating wireframes.

One project I am particularly proud of is my work for Sibelga. In this project, I used CRO and quantitative research methods such as Hotjar intercept questions to analyze user behavior in depth. Through top task analysis, I identified the most important actions users needed to complete on the Sibelga website. This allowed us to **optimize the user journey and make essential tasks easier and more** intuitive. While CRO is not my strongest area, the insights from this research significantly improved the website's usability and efficiency, leading to higher user satisfaction and operational success for Sibelga.

Another highlight of my career was my work for Club Brugge. The **designs I contributed to were nominated for the prestigious Webby** Award for Best Sports Webshop, alongside major names such as Barcelona and AC Milan. This recognition reflects the impact that strong design can have on user engagement and satisfaction, and it is an achievement I am especially proud of.

I am skilled at identifying pain points and communicating design decisions effectively to stakeholders, ensuring that projects remain aligned with business goals at all times. My commitment to continuous improvement and learning (like my recently started **training on Agentic AI & Conversational Design**), combined with my broad experience, makes me a valuable asset to any team striving to create exceptional user experiences.

I look forward to discussing how I can contribute to the success of your team.



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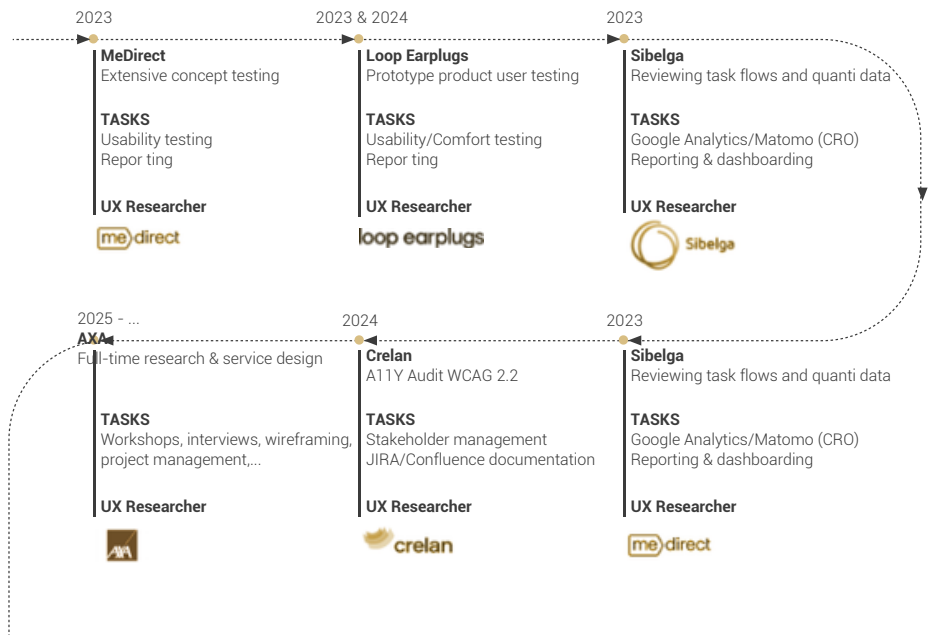
SOFTSKILLS

Communicatie	●●●●●○
Problemsolving	●●●●●○
Flexibel	●●●●○●
Samenwerking	●●●●●●
Empathie	●●●●●○

MY JOURNEY



A GRASP OF MY PROJECTS



OLDER PROJECTS

HumanEyes Club Brugge: Redesign webshop +25% sales, 77% checkout rate! TASKS • User interviews, Wireframes, Stakeholder meetings FUNCTION UX Designer & Researcher	HumanEyes AVA: Reform navigationstructure TASKS • Expert review navigation, Hotjar & Google Analytics, Shopvisits, Manager Interviews, Cardsorting, Service Blueprint workshop FUNCTION UX Researcher	HumanEyes Target audience research for Snowworld TASKS • User interviews, User journeys, Behavior personas FUNCTION User Researcher
HumanEyes Loop Earplugs webshop redesign TASKS • User interviews, map user needs, wireframes FUNCTION UX Designer	HumanEyes Liantis: A new customer search engine (CRM) TASKS • Stakeholder meetings, User research, Wireframes FUNCTION UX Designer	easi Lecot: A new app for portable scanners TASKS • UX design, User interviews FUNCTION UX Designer

And more (next page)...

HELLO!
I AM KENNETH



SUCCESSFUL PROJECTS

liantis



medirect



easi

proximus

loop earplugs



PROJECT CLUB BRUGGE



- User interviews
- Miro
- Figma (low fid)

Club Brugge aspired to become the best sports webshop in Belgium. I conducted a series of interviews with supporters and potential customers to identify the pain points of the Clubshop. With these insights, I designed and wireframed new features and a revamped shirt configurator.

The new Club Brugge webshop was honored by The Webby Awards as an Honoree in the category of Websites and Mobile Sites - Sports, alongside prominent names such as ESPN, FC Barcelona, and FC Internazionale Milano.

I cherish this personal achievement, knowing that only the top **20% of submissions receive this honor.**



PROJECT LECOT

The employees in Lecot's warehouse need to transition from a Windows PDA scanner to Android. How do you start with that?

I immersed myself in the life of a Lecot employee to identify what truly matters to them.
Today, their work is easier than ever.

- “Day in the life of...”
- Figma (mid fid)



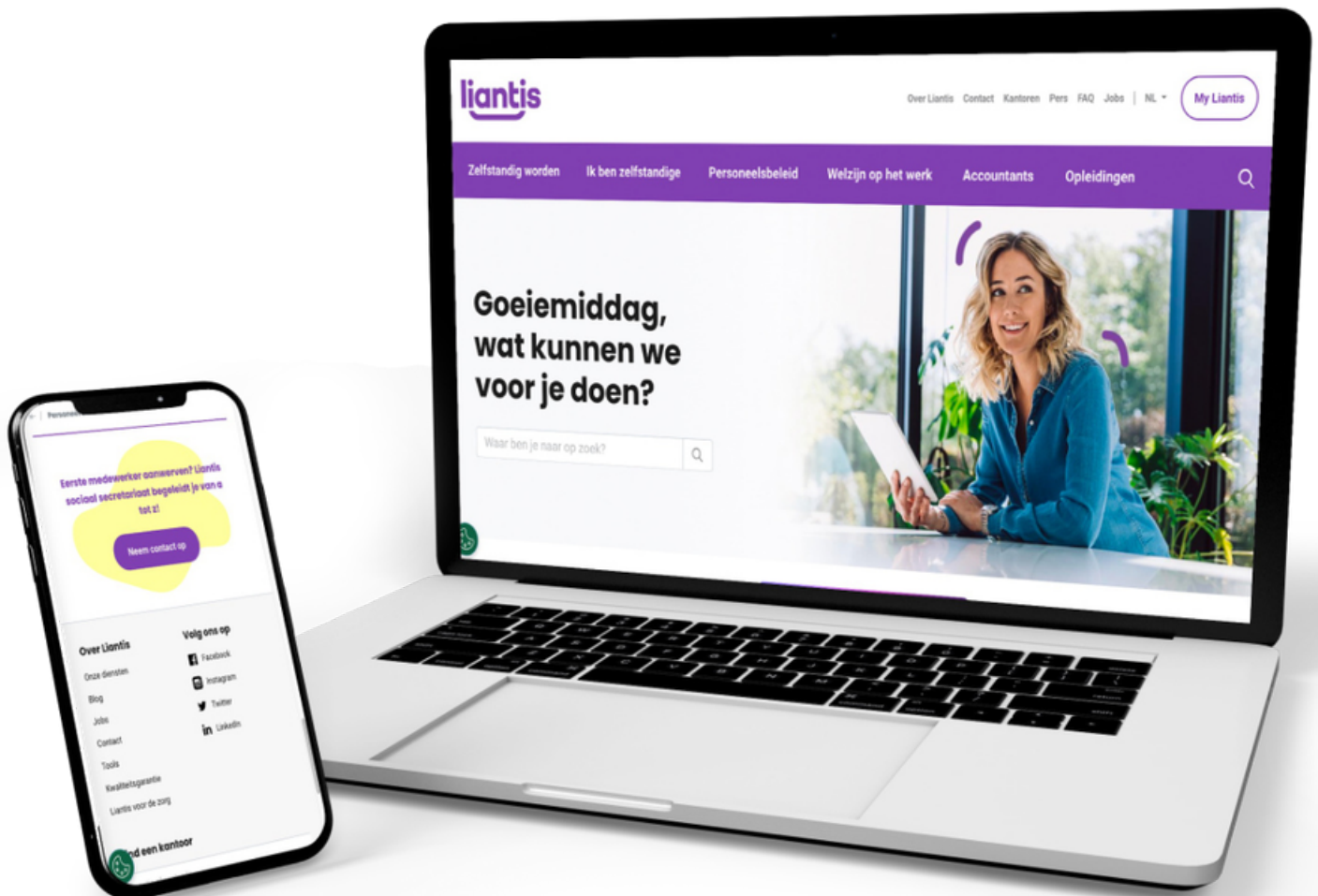
PROJECT LIANTIS

Break down internal silos.

Liantis was looking for a solution to search for customers in their database, with consistent results regardless of which internal service is conducting the search. I interviewed various internal employees to understand their workflows and identify pain points.

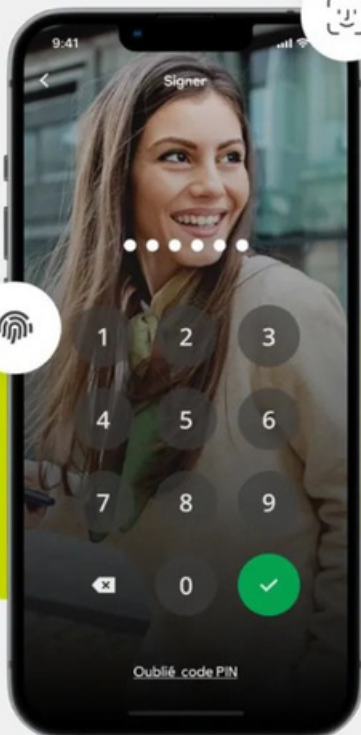
This initiative evolved from a search function into a method to better serve customers.

- User interviews
- Miro
- Figma (low fid)



PROJECT CRELAN

Snel en veilig bankieren
met pincode, vingerafdruk
of gezichtsherkenning.



- Stakeholder management
- WCAG 2.2 Audit
- JIRA / Confluence

WCAG Audit

Crelan wanted to make sure that their new app is accessible for all their users. Although the road to an accessible app is still well underway, the foundation is there.

I used Android Talkback and iOS VoiceOver for the audit, following the WCAG guidelines. Making sure the app becomes AA proof.

All neatly logged in JIRA tickets and documented in Confluence.

RIGID PORTFOLIO? STUFF UNDER NDA...

I wish I could show more of the work I've done on all the projects I worked on. But sadly in most cases all research and insights were performed under NDA. From UX reviews to prototypes.

Please, don't hesitate to ask me all about my experiences on projects that caught your eye on my resume.

Pictures below are low-resolution on purpose... sorry!

