

Boyd de Groot MSc, MDM

UX Strategy, Design and Training

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Summary

- Experienced (30+ yrs.) design professional with a focus on UX Strategy, UX Design and UX Process management. A conceptual thinker with a passion for the details and the pragmatics of the design process.
- My main strength and passion lie in the “fuzzy front end” of the innovation process and subsequently taking the created UX strategy and concepts to delivery. In projects, I often support project management with setting up and monitoring the concrete design process.
- Over the years I have gained a broad experience in translating business objectives, user insights and technical requirements into UX concepts, design roadmaps and concrete interaction design deliverables like wireframes, flows, guidelines and prototypes. Expert reviews, user research and testing are always an integral part of this.
- I have worked in many multidisciplinary design and development teams for internationally and nationally renowned clients; for the mobile, web and desktop channel.
- Gained hands-on experience in Agile development as UX consultant and designer in Scrum teams.
- Having worked in many international projects, I love working in different cultures and with people from different cultures.

Key competence areas

- UX strategy, concept design and user research
- UX / Interaction design, user testing and specifications
- UX design (process) management, Design Systems and DesignOps
- Mobile, web, and desktop services and platforms
- International project experience
- Teacher and trainer in UX design and (strategic) design management

Work experience

2012 to present

Freelance UX Strategist, designer and trainer

Niblick (owner), Rotterdam, The Netherlands

Overview of client projects:

- *Q4 2022 - present (contract)*
Samenwerkingsorganisatie Beroepsonderwijs Bedrijfsleven (SBB) - UX Design Lead for the digital services and the SBB design system and process model.
Activities:
Further development of services on s-bb.nl and affiliated channels such as MijnSBB. My activities focus on UX consultancy, concept, design and design coordination in projects. Often with external design agencies.
In parallel, I am working on the further development of the SBB design system and the SBB process model for the design and development process of digital services.

- *Q1 2017 - present*
UX Academy - UX Trainer
Activities:
Trainer for the 2-day training UX stakeholder management. The training has been developed and compiled in close collaboration with the UX Academy.
- *Q2 - Q3 2022*
StarHub, Singapore - UX Consultant for StarHub Digital.
Activities:
Hands-on advice and consultancy (remote) for the VP Digital and the UX design team in the development of the new consumer app and the web-portal for business customers. I also provided input for the improvement of the UX/CX design and development process for Digital.
(Note: StarHub is the 2nd largest telco in Singapore)
- *Q1 - Q2 2022*
Avéro Achmea - UX strategy and design for the customer portal.
Activities:
Worked in a dual role: as UX Designer in an Agile team responsible for the generic functionalities and as UX Strategist supporting the longer-term development of the overall online journey for customers of the label.
- *Q4 2020 - Q1 2022;*
Samenwerkingsorganisatie Beroepsonderwijs Bedrijfsleven (SBB) - UX Design Lead for the new corporate website and the SBB design system and process model.
Activities:
Worked on the complete re-design of s-bb.nl together with the SBB core team and an external design agency. (Go live MVP was in September 2021). My activities focused on the UX concept, concept testing and further design coordination, together with the agency. In 2022, I contributed to the further expansion of s-bb.nl.
In parallel, this project was used to make a start with the SBB design system and to set up a framework for the design and development process of digital services.
- *Q2 2020*
AirFrance/KLM - UX design strategy and concept design for the new customer strategy for the FlyingBlue loyalty system.
Activities:
Customer Journey mapping and concept design resulting in lo-fi prototypes for the mobile-first UX concept and the derived web concept. The purpose of the prototypes was to make the digital strategy concrete.
The results have played a positive role in obtaining the overall budget for further development and implementation in 2021 and the run-up in 2020.
- *Q4 2019 - Q1 2020, through Valtech*
Procter & Gamble - UX consultancy and design for JoltX, the new consumer community platform for P&G brands.
Activities:
Concept and UX design for Valtech's re-platforming project for P&G. First MVP to be delivered in June 2020 for the Dutch market. (See lekkerinhetleven.nl).
Worked closely together with a Valtech visual designer on hi-fi prototypes, applying the accessibility guidelines and supplying assets and specs to FE development.
- *Q3 2019 - Q1 2020 (contract)*
General Assembly, Singapore - UX Instructor
Activities:
UX Instructor for the 10-week UX Design Immersive course and, twice, for the 1-week UX Design Accelerated course. See: <https://generalassemb.ly>.

- Q4 2017 - Q2 2019
Rabobank - Design Lead for the Rabobank Business Banking platform.
Main activity:
Concept and UX design for an integrated platform for business customers that has to replace the current palette of different platforms. After the analysis and concept phase, the UX framework was further developed in a squad-team, with the first MVP to go live in Q3 2019.
Lead designer for a team of 2-4 UX designers.
- Q2 2017 - Q1 2018
AirFrance/KLM - UX strategy and design for Hachiko, the new system for the FlyingBlue call-center agent.
Activities:
Concept design, UX design, prototyping, testing, specs and guidance for the AirFrance development team in Toulouse. The prototype was tested every two weeks with call center agents from the first concepts on. Successfully launched in April 2018.
- Q4 2016 - Q1 2017, through Experis.
Aegon cXstudio - UX strategy and design for a mortgage app concept.
Activities:
Project details are currently under NDA.
- Q2 - Q3 2016, through Michael Bailey Associates.
ING - UX consultancy and design for the mobile payment app Twyp.
Activities:
Lead UX designer within the Agile / Scrum development team. Twyp is an easy-to-use mobile payment app which lets you pay friends while chatting. (See Twyp.com).
- Q1 - Q2 2016.
KLM - UX consultancy and design and for the KLM.com beta website.
Activities:
UX designer within the Agile / Scrum development team. The new KLM.com website is developed as a public beta.
- Q4 2015 - Q1 2016, through Michael Bailey Associates.
IKEA - UI analysis and consultancy for the Learning Management System (LMS).
Activities:
UI workflow analysis, specification and consultancy. The project has laid down the basis for the subsequent project to improve the LMS for end users and administrators.
- Q4 2012 - Q4 2016
The Hague University - Freelance teacher Interaction Design.
Activities:
Teacher for multiple courses in usability research and testing, interaction design patterns, sustainable design and concept design.
- Q2 2015, through Fjord Paris / Accenture NL.
Essent - Service Design Lead for the Digitization project.
Activities:
Design lead, from concept development to handover to a Agile / Scrum team, of a MLP ("Minimal Lovable Product") aimed to improve Essent's moving service.
- Q3 2014 - Q1 2015 (contract)
Singtel, Singapore - Associate Director Interaction Design
Activities:
 - Team lead for a team of 5 interaction designers in the Singtel DX team.
 - Responsible for the creative output and development of my team.

- My own design activities involved interaction design consultancy for the platforms Singtel.com and My SingTel app.
- Q1 - Q2 2014, through Fjord Paris / Accenture BE.
BNP Paribas Fortis - Service Design Lead for project RAPID.
Activities:
Project details are currently under NDA.
- Q4 2013, through vhp human performance.
Dutch Ministry of Infrastructure - UX strategy and design for project MEVISTO.
Activities:
Task analysis and UX concept design for a new monitoring and information system to support the national road traffic control center.
- Q3 - Q4 2013.
SDU IS - UX consultancy and design for the product line VIND.
Activities:
UX designer within the Agile / Scrum product development team. VIND is a suite of information and content management applications for municipalities.
- Q1 - Q2 2013; through Qwery.
Dutch Ministry of the Interior - UX strategy and design for the program "modernising GBA" for municipalities.
Activities:
Concept design, detailed design, specs, LoFi-prototyping, applying the government styleguide and user testing. The domain area is administrative applications to support the modernization and centralization of the Dutch civil registry system. Worked as UX designer in the Agile / Scrum development team.
- Q2 2012 - Q1 2013; through vhp human performance.
Osara - UX strategy and design for Osara's municipal self-service kiosk for use by the public in city halls.
Activities:
Expert review, UX concept design, prototyping, detailed design and specs (jointly with a visual designer) and development reviews.
- Q4 2012
The Red Cross Netherlands - UX consultancy for mobile services.
Activities:
Expert review of the web site and mobile sites / apps. Delivered a report listing the proposed basic improvements and proposals for UX concept directions.
- Q2 2012; through vhp human performance.
Procura - UX consultancy for the Proweb data entry system for the municipal civil register ("GBA")
Activities:
Expert review of the application for the service desk. Delivered a report listing the proposed UX improvements.

2010 to 2012

Design Lead User Experience in TomTom UXD team

TomTom, Amsterdam, The Netherlands.

Activities:

- Responsible for planning and delivery of UX designs for TomTom Automotive clients like Renault, Mazda and Fiat.
Worked in close cooperation with TomTom Automotive engineering, project management and client management.
- Jointly responsible for defining the TomTom Automotive UX vision together with TomTom product management.
- Team lead for a team of 4-6 Interaction Designers.

2007 to 2010

Senior Consultant, User Experience

Tieto Digital Innovations, Amersfoort, The Netherlands.

Responsible for conceiving and delivering self-service products in client projects.

Also, competence leader UX design for Tieto Netherlands.

Activities:

- UX design and consultancy for Nokia's Ovi services suite. Worked as resident UX designer in the Agile / Scrum development team. (Q4 2008 - Q2 2010).
- UX design team lead for the self-service web application EasyRules for the Dutch Ministry of Transport. (Q2 - Q3 2008).
- Lead design and consultancy for Siemens VDO to re-design the GUI of their software product TIS (PC and Web) for digital tachography management. (H2 2007).
- Tieto Netherlands is leader in customer service software solutions. In several projects for clients like Aegon, SNS and Eneco I have supported colleagues with advice on interaction design issues.

2000 to 2007

Senior Interaction Designer and UX Consultant

Satama Interactive, Helsinki, Finland and Amsterdam, The Netherlands.

Responsible for creation and delivery of the overall user experience in client projects. This role had two sides: (strategic) design consultancy in the client interface and lead design / project management in the project team.

Internal responsibilities in Satama involved competence development in the area of interaction design and design management.

Activities:

- Lead design and consultancy for Nokia's internet tablet owner's site for the Nokia 770 and N800. (Q2 2006 - Q1 2007).
- Lead design and consultancy for a visual UI with avatar for mobile video services for Vodacom, South Africa. (Q2 2006).
- Lead design and consultancy for Nokia's PC Suite. (Q3 2005).
- Lead design and consultancy for the mobile portal of Turkish operator Turkcell. (Q2 2005).
- Lead design and consultancy for several TeliaSonera projects: e-branding guidelines, the corporate portal: TeliaSonera.com, the corporate intranet and the mobile portal: SurfPort. (Q2 2004 - Q1 2005).

1998 to 2000

Interaction Design Director

MotionContainer, Interactive Architects, Amsterdam, The Netherlands

Most relevant achievement:

Full design and development cycle for a startup in the field of permissive email marketing (www.EuroClix.nl)

1993 to 1998

Consultant New Media and HCI (Human Computer Interaction)

Cap Gemini ATS (Advanced Technology Services), Utrecht, The Netherlands

1987 to 1993

IT engineer and IT architect

Volmac, Utrecht, The Netherlands

1986 to 1987

Assistant professor

University of Technology Delft, Faculty of Industrial Design, Delft, The Netherlands

Education

2002 to 2005	Master of Design Management (MDM), EURIB / Inholland University, Rotterdam, The Netherlands.
1979 to 1986	MSc in Industrial Design, University of Technology Delft, Faculty of Industrial Design, Delft, The Netherlands.
1973 to 1979	VWO (Grammar school), Christelijke Scholengemeenschap Johannes Calvijn, Rotterdam, The Netherlands.

Languages

Dutch	Mother tongue.
English	Excellent written and verbal skills.
German	Basic skills.

IT skills

Methods	UCD (User Centered Design), Design Thinking, Agile/Scrum
Tools	Figma, Balsamiq, Sketch/Invision, Axure, Pixelmator, OmniGraffle, MS Office, MS Visio, Miro

Professional activities

- Co-chair of CHI Nederland's "The Web and Beyond" conferences from 2006 - 2012. (www.thewebandbeyond.nl)
- Regularly gives presentations and lectures about UX Design, UX Strategy and Design Management.

Publications

- De Groot, B. (2006) **Leveraging the Context of Use in Designing Networked Services**, *Interactions*, July + August 2006, Pages 45 – 48.
- De Groot, B. (2005), **From strategy to delivery in digital channels. The competitive value of a framework for managing digital services development**, Thesis report, INHOLLAND University, Rotterdam (The Netherlands).
- De Groot, B. and Van Welie, M. (2002) **Leveraging the Context of Use in Mobile Service Design**, *Lecture Notes in Computer Science*, Volume 2411, Pages 334 – 338.

- De Groot, B., Eikelboom, P. and Egger, F.N. (2001). **User or Consumer? Bringing together HCI and Marketing at CHI**, Special Interest Group, *CHI2001: Conference on Human Factors in Computing Systems, Seattle (USA)*, 31 March-5 April 2001.
- Egger, F.N. and De Groot, B. (2000). **Developing a Model of Trust for Electronic Commerce: An Application to a Permissive Marketing Web Site**, *Poster Proceedings of the 9th International World-Wide Web Conference (WWW9), Amsterdam (The Netherlands)*, May 15-19, 2000: 92-93, Foretec Seminars Inc, ISBN 1-930792-01-8.
- Egger, F.N. and De Groot, B. (2000). **Designing for trustworthiness: The case of www.euroclix.nl**, Workshop paper, *CHI2000: Conference on Human Factors in Computing Systems, The Hague (The Netherlands)*, April 2000.