



# Niels Kijf

## UX/UI Designer

### WHO AM I

I am an enthusiastic technology entrepreneur, born in Leiden, The Netherlands. I acquired a master degree digital media design at the Hogeschool voor de Kunsten Utrecht (art academy). This master was a collaboration between the HKU and the university of Portsmouth, England. I live in Amsterdam.

I have a passion for user centered design, designs trends and new technology. I try to make the lives of people somewhat better through technology, not capturing them with technology. I call this meaningful design.

My latest design tool is - UX review in video - in which I combine video-capture and voice-over with the goal to identify usability and experience problems and try to come up with solution on the spot. #realtime

I am fascinated by blockchain technology and interfaces which use the conversational UI principle. Using meaningful animation makes interaction more natural. With trending technologies like blockchain we have got dealt a whole new box of lego bricks, although of the type, serious play .

Exciting times!

### WHAT I DO

I am an empathic designer. Big fan of why-questions. Working with validated data, knowing you are on the right path gives a great boost to every design practise. Designing is my way of life.

After years of experience in the field I am slowly working towards my own design systems. I am transforming myself into an UX coach and co-creation facilitator. Where -what-are-we-building- and -why- within groups the focus has.

The -how-do-we-produce- (Agile/Scrum) is a #nobrainer for me. It's -what-is-being-built- in multi-disciplinary teams what's most important; the goal to design a seamless amazing and memorable experience for the end-user. Evangelist of design principles, design thinking and co-creation. Where co-creation also includes lead-consumers in the design-process.

I am like a fish in water in lean and iterative working environments. All concepts are assumptions until positively validated.



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Where the stance - we are probably wrong - works best. Because of my technical background I also can play a role between designers and programmers. A programmer often focuses on the 'working-aspect' of the job, where together we can also fix minor usability issues and pixel perfect design.

My mantra: "Don't please your customers, involve your customers."

### WHAT DO I HAVE TO OFFER

In my role as UX/UI Designer (Digital product designer) I have one goal: To create a memorable and meaningful experience for the end-user. A user needs to feel the urge to take new leaps of faiths, which they have never took before. In short, design for trust-leaps.

#### Mijn expertise:

- Prototyping + user research. (Papier, Invision, Interviews etc.)
- Interaction design, information architecture en responsive design.
- Brand identity development (Focusing on product character online)

The internet has the tendency to keep us on our toes with new applications. The impact it has on society, how we communicate and work is rapidly evolving.

A project without design principles seems impossible to me.

How do you know if something fits the project vision and ecosystem? It's an amazing tool, not only to streamline creativity, but also for design-critiques and stakeholder alignment and involvement. It really nice to see the digital product design space to mature.

Although it's not all positive; ethical and moral aspects are becoming more important, because of the technical advancement from central- towards decentralized ecosystems. (Cq. Trustless, permissionless, attention economy)

I am real team-player. Honest, to the point and always defending the end-user. I feel at home in multidisciplinary teams. The magical energy which boils up when understanding and learning crosses over in design solutions is amazing. Co-workers often say I am a positive force in a team. I am naturally attracted to people who are open-minded and are willing to collaborate and learn together. Do you have an assignment? Feel free to contact me.

Niels Kijf / 06 5 163 0 162



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### FREELANCE EXPERIENCE

2017 (Autonomously)

TravelTube (Concept / Conversational UI)

UX Review in video

E-book Design principles

Design principles Workshop

2016 Q1-Q2

AKZONOBEL - FLOURISH

Begin 2016 we designed the global e-commerce platform for consumers. We started with 5 pilot countries. My role was lead visual design and iteration design for the UI toolkit.

(Atomic Design)

2016 Q2-Q4

AKZONOBEL - PAINTERS

Summer 2016 onwards we created the global e-commerce platform for professionals. My role: Interaction design, visual design. Usability testing was done with groups of painters (England & France) on paper and with inversion.

2015 Q4

RE-DESIGN KAMERNET

Redesign of the interaction design and visual design for tenant and landlords.

### NEW PRODUCTS

I have a lot of content in the pipeline. I am working on an e-book on design principles (what, why and how) and the follow up the workshop: Design principles for teams and stakeholders. Premisse: meaningful design.

Design principles are a great tool for stakeholder involvement and alignment.

2014-2015

HERONTWERP KIESKEURIG

Re-design of the whole platform (responsive); interaction design, visual design and brand identity of Kieskeurig international. (All disciplines, guidance on analytics data)

2011 - Present

UX/UI AT NIELSKIJF.COM

I always work user centered with empathy, love to involve lead-consumers in user experience design. I am also visual designer, which enables me to create clickable prototypes as well. I prefer collaborative environments.

2012

UX/UI AT ISOBAR

Re-design of the interaction patterns and user experience of the Bijenkorf apps.

2003-2011

CREATIVE DIRECTOR AT SENSE STUDIOS

As co-founder I worked on a multitude of digital creative concepts and interactive products, this includes ANWB, Beeld & Geluid, De Bijenkorf, KLM, TNO, UPC, Volvo, Triumph, AD, Sanoma, Douwe Egberts and Libelle.

They can be used for creative-direction and work wonders for design thinking and co-creation methods. Working within the box (Frame of reference) often leads to better and more cohesive and consistent design. I am convinced that every digital product and ecosystem needs its own set of design principles and design system.



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### I BELIEVE IN LIFELONG LEARNING

'The one who thinks he knows it all, must be misinformed' The digital media landscape is changing at a rapid pace and this is noticeable in the way we communicate and work. I feel at home in lean/agile environments. I am start-up minded and practical. Design, teach, learn(together) and coach.

### WAAR HEB IK GELEERD?

2011 - Present

#### UX/UI AT NIELSKIJF.COM

I transferred from PC to MAc. From Adobe photoshop to Sketchapp and Principle for mac. From wireframe to iterative design and rapid prototypes. Looking forward to incorporate Invision Studio in my workflow, which finally combines interaction, animation and prototyping into one software-package.

2005 - 2011

#### VJACADEMY & VEEJAYS.COM

I was visual producer until 2008. This skill helps me nowadays in combine interaction and animation. Can't wait to create my conversational GUI demo. After three years of veejaying at big events we started to focus on internet and video. We decided to found VjAcademy so we could start building Sense Studios - Interactive Visuals. We were able to transfer our knowledge to our students with the VjAcademy. I this period I trained over 25 students.

1998 - 2002

#### HOGESCHOOL VOOR DE KUNSTEN UTRECHT

Master Digital Media Design (EMMA)

2002 - 2011

#### SENSE STUDIOS

Co-founder en team-lead. User experience design, interaction design, graphic design, web design, visual communication, video and motion-graphics.

Tell me, I forget  
Show me, I remember  
Involve me, I understand



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## REFERENCES

"Good analytical Interaction designer who can also work out wireframes into slick design if needed"

### SANDER VERHOF

Operations Director / sanderverhof@gmail.com

"Niels is an true creative and professional. In all the projects we worked with him he showed an ever creative and thorough mind set. Always on the ball, and problem solving where needed. An excellent teamplayer."

### GUIDO KLOEK

Managing Director at Bigshots / Story Lane - guido@bigshots.nl

2013 / VLIEGFABRIEK

NATIONALE SUCCES AWARD 2013

2010

ACCENTURE AWARD · DIGITAL HOME 2010

2008

UITP YOUTH AWARD · BEST GAME

2007

GOUDENSPIN 2007 · BEST GAME



## NIELS KIJF ON SOCIAL MEDIA

### LINKEDIN

<https://www.linkedin.com/in/nielskijf/>

### TWITTER

@nielskijf

### WEBSITE

<https://nielskijf.com>

### OF BEL ME!

+31 (0) 6 5 163 0 162

i'm looking forward to our collaboration.