

CURRICULUM VITAE

Niels Kijf

Sr. UX/UI & Conversational Experience Designer



AMBITION / DRIVE

Hi! I'm Niels Kijf, a Dutch digital platform designer and co-creation facilitator from Amsterdam. I specialize in creating engaging digital brands by mapping conversations instead of static pages.

I craft design systems that streamline problem sensing and user understanding through human activity mapping, pain/gain personas, emotion mapping, and user interviews. My design philosophy is guided by the principles of first principles over analogy and design for needs instead of screens.

I enjoy bringing stakeholders together and facilitating product vision workshops to define the (sub) platform's core purpose and exact design principles for the work ahead.

Looking forward to collaborating with you!

WORK EXPERIENCE

Initiator – Social Design Academy - Future Realities Today (Amsterdam) 2022

Portfolio: SDA | <http://www.socialdesignacademy.io>

Humanize our software design using conversation design techniques.

- Project Catalyst Grant - Inwallet Onboarding for ADAholders
- Build better software using self-developed design templates.
 - Pain & Gain Persona's
 - Experience Mapping
 - Emotion Mapping

Freelance UX/UI - Dirac Audio Manager – Dirac (Sweden) 2021 – 2022

Portfolio: Dirac Audio Manager

Creating an Audio control interface for Original Equipment Manufacturers (OEM's).

- Build the Interface to select and control outputs and sound modes for Windows 10.
- Host application & System tray design
- Created the UI Toolkit for dark and light theming.

Freelance UX/UI - Dirac Sound Assistant – Dirac (Sweden) 2019 – 2020

Portfolio: Dirac Sound Assistant

Creating a conversational onboarding experience to add Dirac sound enhancement to your headphones.

- Did System Usability Scale testing in the Chinese market. (8,3)
- Create the UI design for the mobile app.
- Worked with a brand agency to balance wow & usability.

Freelance UX/UI - ICRIS - Valspar (Lelystad) - Non disclosure agreement 2018-2019

Color Matching application for Car damage repair using hardware/software combinations.

- Weekly talks with Car painters to understand the complexity of colour matching.
- Creating a colour match / mix workflow application for daily use.

Freelance UX/UI - Flourish/Professional – AkzoNobel (Hoofddorp/Amsterdam) 2016-2017

Portfolio: Flourish Project (Consumers) | Portfolio: Painters Project (Professionals)

Designing two global e-commerce platforms for the consumer and professional market.

- Setting up customer journeys (Perfect Peter, Help me find my style,
- Flourish - Onboarding tool select; colours → material → product → checkout.
- Professional - Converging brands in one cohesive e-commerce platform.

FULL NAME

Niels Kijf
Master Digital Media Design (MA)

DATE OF BIRTH / CITY

29-dec-1976 in Leiden

NATIONALITY

Dutch

ADDRESS

Visseringsstraat 7-2
1051 KG AMSTERDAM

CONTACT

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info@nielskijf.com
linkedin.com/in/nielskijf

TALEN

Dutch Native language
English Skilled

DIGITAL SKILLS

PRODUCTIVITY

UX/UI	Skilled
Sketch	Skilled
Invision	Skilled
Exercise Design	Skilled
Workshop Design	Skilled
Facilitator	Skilled

ONDERWIJS

Master Digital Media Design

OTHER QUALIFICATIONS

Drivers license

AWARDS

DIRAC SOUND ASSISTANT · CES 2020 - <i>Public Choice Awards - Sound Guys</i> Award for most impressive onboarding experience and audio experience for headphones.	2020
VLIEGFABRIEK · <i>National Success Award</i> Award for most seamless/resumable travel booking experience.	2013
DIGITAL HOME 2010 · <i>Accenture Award</i> Interactive video platform.	2010

WHERE DID I LEARN

FREELANCE UX/UI - <i>NIELSKIJF.COM (Amsterdam)</i> Creating brand platforms for everyday use. <ul style="list-style-type: none">● Brand Design● Workshop Design● Co-design Events● Experience mapping● Advanced Interface Design	2011 – present
CO-FOUNDER - <i>VJACADEMY & VEEJAYS.COM - (Amsterdam)</i> Visual performance & Art academy.	2005 – 2011
CO-FOUNDER - <i>SENSE STUDIOS - (Amsterdam)</i> Co-founder / Team lead. User experience design, interaction design, graphic design, web design, visual communication, video platforms and motion-graphics.	2005 – 2011
DIGITAL MEDIA ACADEMY - <i>HKU (Utrecht/Hilversum)</i> Completed Master Digital Media Design	1998 – 2002

REFERENCES

Sander Verhof – *Lotus cars (Amsterdam)*

Business Optimization & Strategy Director

“Good analytical Digital platform designer who can also work out experience maps into slick design if needed.”

Guido Kloek – *Makerstreet (Amsterdam)*

Partner at Makerstreet

“Niels is a 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 team player.”

SOCIALS

Website

<http://nielskiif.com>

Linkedin

<http://linkedin.com/in/nielskiif>

Twitter

<https://twitter.com/nielskiif>



PERSONAL INTERESTS

- Love a good sci-fi
- Outdoors/Sports
- Kayaking

PROFESSIONAL INTERESTS

- Design Ethics
- Moral Imagination
- Co-design events
- Conversation Design
- Digital Governance
- Distributed Decision Making