Thomas van de Werff

Experienced UX Designer with a passion for research.

I transform hunches to actionable insights. With over 100+ user interviews conducted, I thrive on understanding the unpredictable humans using my designs. With a Master's in Industrial Design and a PhD in Interaction Design, I aim to create seamless, memorable user experiences.

EXPERIENCE

Senior Product Designer B2B(2C) SaaS

Sendcloud, Applications domain

Nov '24 - present - 7 months 📍 Eindhoven

Strategic product design for all things monetization, from subscription management to invoice insights.

Senior User Researcher B2B(2C) SaaS

Dec '23 - Nov '24 - 1 year

Generative, evaluative, and strategic research to increasing transactional volume and automation. Move hunches to confident, user-informed, and actionable insights with PM's and 5 product teams with 100+ user interviews.

Strategic Product Design – User Journey Mapping – Evaluative, Generative & Strategic research (Qual & Quant) – Storytelling

Senior UX Designer B2B SaaS

CM.com, Mobile Marketing Cloud

Nov '20 - Nov 23' - 3 years 📍 Breda

Design & research for CM's most-used software suite. Moving from a selection of products to a coherent software suite. Road-mapping in close collaboration with P.O. & Development Lead. Coaching UX team of 8. Setup & management of DLS, research templates & insights repository.

Scrum – Wire-framing – Agile Design & Research – Supervising interns

Freelance UX Designer & Usability Tester

Eindje Verder V.O.F.

Sept '19 - Dec '20 - 1 yr 4 months 📍 International

Design and testing of mobile apps and websites. Improving user journeys through usability testing, bug tests and performing test case executions.

Doctoral Researcher

Eindhoven University of Technology, Future Everyday group

2015 - 2019 - 4 yr 9 months 📍 Eindhoven

A multi-stakeholder project researching and designing for IoT lighting systems in the office, interaction design research & value chain research. Close collaboration within the EU Horizon 2020 OpenAIS project.

Managing qualitative & quantitative research – Supervising undergrad and grad students – Task leader – Authoring technical reports – Scientific writing – Presenting at international conferences

EDUCATION

PhD Interaction Design

Eindhoven University of Technology, Future Everyday group

2015 - 2019 📍 Eindhoven

Thesis: Designing for the Internet of Lighting

BSc. & MSc. Industrial Design

Eindhoven University of Technology, Industrial Design

2007 - 2011, 2011 - 2014 📍 Eindhoven

Grade: Graduated with excellence

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📞 +31 6 577 358 35
🏠 Eindhoven, Netherlands
🎂 5 Jan 1989, Helmond, NL

Industry Knowledge

User Experience, Design & Research Management, Interaction Design, Design systems

Tools & Technologies

Tool agnostic, but experienced using Figma, Dovetail, Mixpanel, Tableau, Fullstory, Google Analytics, Adobe Design Suite

Other Skills

HTML, CSS, JS, jQuery

Volunteering

TEI 2016 conference organiser (2016), Treasurer & founding member Stukafest Eindhoven (2012), Treasurer s.v.i.d. Lucid (2010)

Languages

Dutch (native)
English (professional)

Publications

13 peer-reviewed publications in international scientific journals

Social

Portfolio: twerff.com
LinkedIn: /in/twerff