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 User researcher B2B(2C) SaaS

Sendcloud, Automation domain

Dec 2023 - Present - 1 year ⚲ Eindhoven

Responsible for generative, evaluative, and strategic research for the Automation domain, comprising 5 product teams. Work in close collaboration with Product Managers to move from hunches to confident, user-informed, and actionable insights through over 100 user interviews.

Qual & Quant user research – Evaluative, Generative & Strategic research – Storytelling

---

Senior UI/UX Designer B2B SaaS

CM.com, Mobile Marketing Cloud

Nov 2020 - Present - 3 years ⚲ Breda

Design & research CM's most-used software suite. Transition 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.

Agile Design & Research – Supervising interns – FullStory product lead

---

Freelance UX Designer & Usability Tester

Eindje Verder V.O.F.

2019 - 2020 - 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

✉ twerff@gmail.com
📞 +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

t.ly/twerff
linkedin.com/in/twerff