



# Kaj Heijmans

## Senior Designer & UX Lead

🌐 kajheijmans.com  
✉ hello@kajheijmans.com  
☎ 0621108127  
🇳🇱 Dutch  
📍 Almere  
📅 April 13, 1987  
🚗 B

13+ years professional experience in design  
Enjoys working with different disciplines  
Advanced knowledge of frontend development  
Experienced in coaching and leading UX teams  
Up-to-date with design related trends  
Quick, accurate, communicative  
Flexible and solution oriented  
Reliable and structured

### Work Experience

#### Accell Group (Freelance - 2022 - 11/2023)

Led UX enhancements for multi-branded e-commerce, automated Figma design token system, OOUX, UX audits, CRO improvements

#### Voormedia B.V. (2012 - 2013)

Designed for brands like Omron, RTL, Microsoft, including the creation of storyboards for TV commercials

#### University Medical Center (2018 - 2022)

Redesigned digital education portfolio, reimagined Learning Experiences

#### Omines B.V. (2011 - 2012)

Led UX/UI design for e-commerce sites and B2B dashboards, data visualisation

#### Marketing Makers (2015 - 2018)

UX design for well-known e-commerce sites, marketing automation tool, data visualisation

#### Freelance (2011 - Present)

Delivered front-end projects for Mitsubishi, KPN Cloud, Dubbelfriss, and Themeforest

#### University Medical Center (2013 - 2015)

Designed and improved a variety of e-learning products, services, including an iPad app

#### I-Med Internet Services (2007 - 2008)

Web design for a small digital agency known for its playground platform spele.nl

### Internships

Usability and UX Design, Omines, Eindhoven (2011)  
Multimedia Design, I-Med Internet Services, Sittard (2006-2007)  
Multimedia Design, ISM eCompany, Eindhoven (2004-2005)

### Education

HBO ICT & Media Design, Fontys, Eindhoven (2008-2011, Summa Cum laude)  
MBO Multimedia Design, Graphic Lyceum Eindhoven (2003-2007)  
VMBO-T, S.G.T. Sint Ursula Horn (1999-2003)

### Fields

UX Leadership UX Design UI Design CX Design Service Design Product Design  
Frontend Development Graphic Design Data visualisation Illustration

### Brands

KPN RTL Microsoft Engie Omron NS XLC Sanoma Dubbel Friss XS4ALL Sparta  
Batavus Mitsubishi Raleigh Koga Telfort

### Tools

Figma FigJam Confluence Jira Miro Azure DevOps Visual Studio Code MS Office  
MacOS Windows Terminal Command Prompt

### Testimonials

**Rowin Peet**  
Product Owner - Accell Group

"Kaj is an exceptional UX Lead. I had the pleasure of working closely with him as a Product Owner, and his skills really stood out. He has it all."

**Catalina Maruri-Ramos**  
Content Specialist - Accell Group

"From the moment Kaj joined the team, he clicked in perfectly, like a missing piece in the puzzle. His broad expertise in all matters of design heightened the team's knowledge and insights, and his exceeding kindness and quick wit created a fun and relaxed dynamic."

**Willie Hols-Elders**  
Manager University Medical Center

"I have experienced Kaj as a dedicated professional with creative qualities and an eye for people."