



# Kaj Heijmans

## Design, Leadership & Strategy

kajheijmans.com

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0621108127

Dutch

Almere

April 13, 1987

B

15 years professional experience in design

Strategic and business oriented

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

- Design Lead** Accell Group

Freelance - 2022 - 11/2023

Design & Strategy, e-commerce platform, OOUX, Design System, Design Tokens.
- Senior UX Designer** UMC Utrecht

2018 - 2022

UX and Service Design for the entire e-learning domain, reimagined Learning Experiences for patients and professionals.
- Senior UX Designer** Marketing Makers

2015 - 2018

UX and Service Design for NS, EURail, KPN, XS4ALL Telfort and Engie.
- Medior UX Designer** UMC Utrecht

2013 - 2015

Designed and improved a variety of e-learning products, services, including an iPad app.
- Medior Interaction Designer** Voormedia B.V.

2012 - 2013

Designed for brands like Omron, RTL, Microsoft, including the creation of storyboards for TV commercials.
- Junior Webdesigner** Omines B.V.

2011 - 2012

Responsible UX/UI design for e-commerce sites and B2B dashboards, data visualisation.
- Freelance UX Designer**

2011 - Present

Delivered front-end projects for Mitsubishi, KPN Cloud, Dubbelfrisss, and Themeforest.
- Junior Webesigner** 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

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

### Brands

- KPN
- RTL
- Microsoft
- Engie
- Omron
- NS
- XLC
- Sanoma
- Dubbel Frisss
- XS4ALL
- Sparta
- Batavus
- Mitsubishi
- Raleigh
- Koga
- Telfort
- EURail
- Goede Doelen Loterijen

### Tools

- Figma
- FigJam
- Confluence
- Jira
- Miro
- Adobe XD
- Azure DevOps
- Visual Studio Code
- MS Office
- MS Visio
- Axure
- Sketch
- MacOS
- Windows
- Terminal
- Command Prompt

### Testimonials

- Rowin Peet**  
Product Owner - Accell Group

"Kaj is an exceptional Design 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."