Jos Wouda

Senior Service Designer with over 10 years of experience in developing B2B, B2C, and B2B2C solutions from discovery to implementation. Skilled in collaborating with distributed teams and creating innovative, sustainable, and user-focused solutions aligned with business objectives.

Keen Design, Utrecht | Service Designer, UX designer

December 2018 –

1) Design Architect: Led the design strategy aimed at challenging financial institutions to improve their user experience by organizing benchmarks, audits, and workshops with key players in the financial sector.

2) Service design: Facilitated research projects and design sprints for NS to identify gaps in customer needs and develop innovative design solutions adapted to the challenges of uncertain travelers.

ING Global, Amsterdam | Service Designer, Design architect

May 2021 – January 2024

1) Service designer/Design strategy: Led the user-centric strategy for the Banking Technology Platform, a suite of integrated platforms and services supporting ING employees. The design prioritized a seamless end-to-end experience, emphasizing sustainability, self-service, and reusability.

2) Reduced development time, costs, improved conversion rates: Designed the "Banking Technology Platform," a comprehensive platform and methodology that enabled engineers to adopt and enhance internal services. This end-to-end journey empowered global producer and consumer teams to deliver B2B services efficiently within structured frameworks.

3) Streamlined processes: Developed processes for curation, documentation, and feature requests, while mentoring four designers to adopt a user-centric approach in stakeholder support. These efforts elevated UX maturity across the organization and centralized key stakeholders and services.

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Education
Bachelor of Science,
Communication and Multimedia
Design, NHL Leeuwarden
2011 - 2015

Design Skills
Advocating Design Principles
Complex Problem Solving
Creative Concept Development
Customer Experience (CX)
Customer Journey Mapping
DesignOps / Design Strategies
Design Thinking Methods
End-to-End Service Design
Human-Centered Design
Leadership and Mentorship
Prototyping
Service Blueprinting
Service Design Methods
System Mapping
Workshop Facilitation

Research Skills
Business Case Development
Customer Journey Mapping
Research Projects
Customer Insights
Data Analysis/Synthesis
Mixed Methods User Research
Planning and Organizational Skills
Stakeholder Mapping
Stakeholder Management
Usability Testing
User Interviews
User Research

Tools
Sketch, Figma, lookback,
Jira, Mural, Adobe Creative Suite,
Wcag, UserTesting.com

IVO Rechtspraak, Utrecht | Service Designer, UX designer

May 2019 – January 2023

1) Supported stakeholders in prioritizing: output in time management, a user-centric vision, and the implementation of WCAG accessibility guidelines. Managed development teams to implement a user-focused approach, aiming to resolve showstoppers through iterations that addressed user needs.

2) Increased conversion rates: Led the transition from a paper-based process to a fully digital end-to-end journey and service for both civil and judicial users. By digitizing the process and enhancing communication through research and improvements, the number of applications submitted increased, and handled more efficiently and quickly.

Service Designer and UX Designer

June 2014 – December 2018

1) Managed the product and service design: of a new SaaS open data platform, including facilitating workshops with tech experts, government officials, public affairs, and members of Parliament to connect and deliver (public) data in a user-centric manner.

2) Transformed the customer experience: through qualitative and quantitative research, validation, and designing the customer journey. This led to a revision of the Reed business HR and Tax platform for improved conversion and retention, enabling customers to be supported faster and more efficiently through enhanced UX architecture.

3) Introduced and scaled digital learning: Managed the research and design of a new portal for tracking the learning progress of vocational education (MBO) students. The portal utilized data-driven insights to monitor and improve student progress more efficiently.

4) Scaled eLearning: Introduced and scaled eLearning in the development of a Health Learning Platform to help healthcare professionals and students efficiently track obligations and progress.