Nick van der Beek

Senior Lead UX Product Designer

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Bilingual: Dutch, English

Professional Summary

Multifaceted UI/UX Designer experienced in working with international clients across different sectors including governmental institutions, cultural organizations, creatives, and scientific startups.

I'm passionate about developing intuitive software solutions for complex challenges and strive to create seamless, user-centered digital experiences.

Core Competencies

- **Wireframing & Prototyping**: Developing detailed wireframes, prototypes, and mockups from low to high fidelity.
- **User Research & Analysis**: Conducting user research through brainstorming sessions, interviews, surveys, and usability testing.
- **Interaction Design**: Creating intuitive user flows and interactions for seamless navigation and enhanced user experience.
- **Visual Design**: Applying design principles to develop aesthetically pleasing and functional user interfaces.
- **Building and Maintaining Design Systems**: Developing and maintaining design systems and style guides to ensure consistency across digital products.
- **Usability Testing & Iteration**: Facilitating usability testing, analyzing feedback, and iterating designs to the enhance user experience.

Professional Experience

Lead UX Designer
Anlytic, Dutch National Police — *Sep 2022–Dec 2024*
- Led the end-to-end design for a data management and visualization tool for the Dutch National Police to enable effective data analysis and

collaboration.
- Designed UI's that enable users to visualize data in through graphs, geomaps, and statistics.
- Managed an international cross-functional team of designers and developers.
- Stakeholder Management. Gathered client desires and user feedback for the development and enhancement of the platforms functionality.
- Designed a solid role based access control system to manage data access and distribution across the 11 police districts and other governmental branches.

UI/UX, Web and Brand Design
Freelance — 2010–Present
- Collaborated with clients including Sesame Street, Hello Kitty, SciFind, and Corso Westland to develop creative digital solutions.
- Designed websites/shops, wireframed workflows, and created 3D models for diverse applications.
- Developed digital and print marketing materials for brands, events, and cultural projects.

Digital Sales Manager
C&C Vintage Designer Clothing, — 2017–2019
- Managed online sales channels and social media for brand engagement, driving growth through creative content strategies.

Educator Digital Curriculum and Tech support
Kunstmuseum (Gemeentemuseum Den Haag),— 2015–2017
- Thought educational programs for high school students focused on modern art, enhancing youth engagement with the museums collections.
- Conducted user testing to refine and improve the museums Digital iPad interactive application within exhibitions.

Graphic Designer
Wonderland Entertainment Group, — 2010–2015
- Led visual communication efforts, including designing for print and digital media, managing website content, and developing social media strategies.

Education

Bachelor's Degree in Cultural Heritage
Reinwardt Academy, Amsterdam University of the Arts — 2011–2015
- Minor: Cultural Entrepreneurship
- Thesis: "The E-Commercial Museum - Opportunities for E-commerce in the Museum Branch"

Diploma in Graphic Design

Grafisch Lyceum Rotterdam — 2006–2010
- Specialization in Online Media, Web Design, and Typography

Technical Skills

- **Design Software**: Figma, Adobe Creative Suite, Microsoft Office
- **3D Modeling**: Blender for 3D modeling and rendering

Personal Interests

- Traveling, art, interior design, food, and philosophy.