



# USER EXPERIENCE & CONVERSION DESIGNER

📍 2018 Antwerpen

🏠 1987, Antwerpen

🗣️ Dutch · English · French

I design intuitive digital experiences that measurably convert (and look good). Grounded in user research, data-driven experimentation and behavioral psychology, I translate user needs into design that works for both people and business.

## Experience

**UX Designer** JUN '23 – NOW  
AGConsult | Citizens

At this established UX/CRO agency, I research and improve digital user experiences for clients such as Carglass, TotalEnergies and KdG. Based on in-depth user research, I design user journeys, prototypes and A/B tests with measurable impact.

**Web Designer** JUN '13 – MAY '23  
Freelance

With web design as the focal point, I shaped the online presence of small businesses. As an all-round point of contact, I also supported these brands with copywriting, search engine optimisation and e-mail marketing.

**Apple Services Engineer** JAN '19 – MAR '23  
Switch | Lab9

As a certified technician at the biggest service provider in Belgium, I provided support for Apple products. With comprehensive product knowledge and meticulous hardware repairs I assisted customers as well as colleagues.

**Copywriter** AUG '11 – MAY '13  
Het Eiland Pen

At this communication agency I was responsible for all the content: this included information architecture for digital projects as well as editorial and commercial copywriting.

## Skills & Tools

### CRO

ideation & prioritization  
behavioral design  
conversion copywriting

Optimizely · Convert  
Airtable · Monday  
CXL · NN/g

### UX Research

usability audits  
behavioral analytics  
tree testing · surveys

ContentSquare · Hotjar  
Alchemer · Qualtrics  
Google Analytics · Excel

### UX Design

user flows · sitemaps  
wireframes · prototypes  
style guides · components

Figma · Axure · XD · Sketch  
InDesign · Photoshop  
Miro · Powerpoint

### Development

websites · landing pages  
A/B & multivariate tests  
transactional · newsletters

HTML · CSS · LESS · JSON  
JavaScript · jQuery  
Wordpress · Squarespace  
Shopify · MailChimp · Brevio

## Courses

**UX & Usability** SEP '23  
AGConsult Academie

**Google Analytics Certification** MAY '23  
Google

**Apple Hardware Certifications** NOV '20  
Apple

**Apple Certified iOS Technician** FEB '19  
Apple

**Front End Web Development** JAN '18  
Treehouse

**Wordpress Development** APR '16  
Treehouse

## Education

**Bachelor Journalism** JUN '11  
Plantijn Hogeschool

**Minors Cross Media & VKB** DEC '10  
Inholland Hogeschool Amsterdam

## Internships

**Journalist** JUN '11  
De Morgen Magazine

## Want to know more?

Feel free to email me and connect.