



//Remy Gast

Sr. UX/UI Designer

Personalia

Born: 1992

Nationality: Dutch

Place of residence: Kudelstaart

Driver's license: A, B

Language: Dutch, English

Expertise

Interaction Design

Visual Design

User Experience Design

Research & Testing

Concepting

Prototyping

Things I like to do

Ride a motorcycle


Gaming/reading

Traveling

Contact

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About me

I am a passionate designer living in the picturesque Kudelstaart (near Schiphol). Given my broad experience, I have the confidence that I can make a valuable contribution in shaping design vision. I am used to working with developers, Product Owners and stakeholders on both the customer and user side. I use my experience, design and technical expertise to create meaningful and attractive digital products.

I embrace new challenges with a passion for learning and solving complex problems. I have been able to experience many different environments from start-up(s), digital agency and international corporate. This also makes me feel at home in both a more outlining of a design vision and setting up a design system. But also working in a multidisciplinary environment with many stakeholders.

Education & Training

Nov. 2022

Being a UX Leader / NN/G

Jan. 2019

PSM 1 / Scrum.org

2011 - 2016

HBO / Communication & Multimedia Design / HvA

2014-2014

Minor Customer Media / HvA

2005-2011

HAVO / Economie & Maatschappij, Amstelveen College

Skills

User Experience Design // Wireframing // Axure // Google Design Sprint // Interaction Design // User Research // Photoshop // User flows // Usability // Interviews // Illustrator // Agile // Prototyping // A/B Testing Customer Journey Mapping // User tests // Sketch // Design System Figma // UX Strategy // Invision // Principle // E-commerce // Facilitation

Work Experience

Rabobank

Jan. 2023 - now

Sr. UX Designer

I am currently working at Rabobank where I am part of multiple Scrum teams with the main subjects Sustainability and Bookkeeping. In addition to my role as a designer, I'm representing the Design chapter and am dedicated to educating my fellow Scrum team members on Design thinking, design principles and practices.

KPN

Sep. 2022 - Jan. 2023

Sr. UX Designer - CRO

Worked in the Digital Sales team on the main digital touchpoint: kpn.com. Besides UX/CRO optimizations for the current order flows, I lead the design process to establish a whole new, user-centered, UX concept for ordering residential or mobile subscriptions at KPN.

- Creating hypotheses and experiments for Internet & TV, Mobile, and Accessory stores
- Data analysis from A/B testing and implementation of improvements
- Sketching out flows and heuristic analyzes to find bottlenecks in usability
- Spreading the gospel of thinking in hypotheses at KPN.com

Booking

Dec. 2021 - Sep. 2022

UX/UI Designer

Within Partner Incentives, my task was to ensure that for hotels it is made as attractive as possible to offer their hotel rooms through Booking instead of other platforms.

As a UX designer this meant:

- Conducting research and experiments to maximize opt-ins
- Developing new concepts to allow hotels to offer as many hotel rooms as possible during the summer season of 2022
- Advising and supporting the Selection & Supply design community

Nederlandse Spoorwegen

Jan. 2021 - Jan. 2022

Sr. UX/UI Designer

Working in different teams, mainly within the Business side of NS. Together we are responsible for all business agreements between zzp, SME and large business, with the accompanying NS-Businesscard. My task is, among other things, to develop new design propositions. Developing all new campaigns and I am a member of the NS app team, for both UX and visual design. In addition, we are currently working hard on a new design system in which I also play a major role, given my experience with this topic.

Body & Fit

Oct. 2020 - Nov. 2020

UX/Visual Designer

In order to achieve the ambitious, commercial goals of Body and Fit, I have used my expertise for setting up a design system and vision for various platforms within Body & Fit. Focus was on both branding and CRO/ conversion optimization

Liberty Global

May. 2019 - Dec. 2020

Sr. Product designer

Liberty Global is the world's largest international TV and broadband supplier and parent company of UPC, Vodafone, Ziggo and Virgin Media, among others. I've been working on a brand new 'Connect App' - which will soon allow millions of Liberty Global customers in Europe to monitor their mobile usage, monitor devices connected to their home WiFi network and automatically connect to 10 million WiFi hotspots.

In addition to standardizing and redesigning the existing web environment, I was also responsible for the continuous development of the apps (mobile, TV, watch) including rethinking the user experience and the associated interface, documenting the process and setting up the Design system.

Saxum

Apr. 2019 - Now

Sr. UX/UI Designer

Saxum (part of Makerstreet) is an interim agency for digital experts: Front-end developers, UX experts, Digital Designers, PHP developers and Infrastructure specialists.

Brands I've worked for:

Booking.com • Nederlandse Spoorwegen • Body & Fit • Liberty Global • USG People • Higuita • Ziggo • Virgin Media • UPC • Telenet • Noun • Essent • The Garage • Makerstreet • Resoluut

TruQu

Jul. 2016 - Apr. 2019

Lead Product Designer

As a Design lead at TruQu, I've been responsible for standardising and redesigning the existing Saas application, reconsidering the user experience with the associated interface, documenting the process and setting up a new design system with a SCSS component library. In addition, I was busy developing a design vision and I helped determine the product direction. Besides hands-on designing, I was responsible for coaching, directing the UX team and coordinating the agile design / development process.

Link Design

Mar. 2015 - Sep. 2015

Digital Designer

As a Digital Designer I have worked for a wide variety of clients. At Link Design I was responsible for detecting UX and UI related problems, conducting ideation sessions, sketching and wireframing ideas, monitoring and expanding the visual identity.

I've worked for a multitude of clients:

Rituals • VVD • Buma Stemra • HSBC • InRetail • Kinderpostzegels foundation • Qander • VOC • Legadex • Municipality of Amsterdam • Municipality of Schagen

Dirict

Mar. 2013 - Jun. 2013

UX Design intern

As a UX/UI Designer internally I was responsible for the design of User Experience and Visual Designs. I worked closely with developers to code the front-end. I also conducted market research and user feedback sessions

Applied skills

• Visual Design • Interaction design • User Research • Prototyping • Wireframing • Adobe CC
• HTML/CSS • Invision

Awards & Honors

2022

WUA Award - KPN

2016

Golden Dot Award - Best student work HvA

2014

Students in motion award - HvA