



Tanja de Bie - van Leeuwen

UX DESIGNER

Details

Apeldoorn
Netherlands
+31639790433
tanja.debie@gmail.com

NATIONALITY

Dutch

Links

[LinkedIn](#)

Skills

UX Design
Product Design
Figma
Design Systems
Design Thinking
Prototyping
Problem solving
Front End development
Agile Methodology
Enterprise Software Design
User Flows
Stakeholder management

Profile

I love complex (design) challenges, finding small or big ways that improve someone's workflow and put a little smile on their face. I'm the energetic cheerleader in any team, seeking to build relationships to get the job done.

Recent experiences

Senior Product Designer, LeasePlan

JUNE 2021 – PRESENT

I designed the interaction and interface of multiple internal applications used in multiple countries. My tasks include aligning with multiple stakeholders, a large team of developers, architects and business analysts. Enterprise UX. Figma (contributing to a Design System), Prototyping, User testing and writing user stories.

Senior Product Designer, Utrecht University

OCTOBER 2020 – DECEMBER 2022

I designed the online campus that allows future students to get a remote taste of what it is like to study in Utrecht. The online campus caused an increase in student engagement and helped foreign students enrol. This project included Figma, prototyping and user research.

Senior UX designer, InterGAMMA (Gamma & Karwei), Leusden

JANUARY 2019 – MAY 2021

I designed all parts of the websites and mobile applications for Gamma.nl, Gamma.be and Karwei.nl. This included the product catalogue, static content or service pages and the checkout. My tasks also included performing usability or A/B tests (we won a DDMA CRO award in 2020) and building/maintaining the Design System.

Senior UX Designer, Dutch Chambers of Commerce (KVK), Utrecht

AUGUST 2018 – JANUARY 2019

I designed and built a prototype for a new flow for Small-Business Owners and created components for the Design System. Created the service blueprint for this application.

Senior UX designer, InterGAMMA (Gamma & Karwei)

MAY 2016 – AUGUST 2018

I designed all parts of the websites and mobile applications for Gamma.nl, Gamma.be and Karwei.nl. My tasks also included performing usability tests or A/B tests and building/maintaining the Design System. Improving the mobile navigation got Gamma.nl a special notification in the 2018 Google Benchmark study.

Senior UX designer, Energiedirect.nl

MAY 2015 – APRIL 2016

I designed a new user experience that fixed usability issues and created a consistent online presence. These improvements led to an uptake in conversion, and they received the Usability award (WUA! 2016).

See more experiences on [My LinkedIn profile](#)

Education

Graphic Design School (1995), Amsterdam

Recent courses and certifications

Business Analytics (2023), Growth Tribe