

Michael Groen

Product Designer

michaelgroen.com
mhg.groen@gmail.com
linkedin.com/in/groenmhg/

EXPERIENCE

Japan Travel, Lead Designer

Apr 2016 - present, Tokyo

Leadership

Currently lead designer on our multi-language bespoke UGC platform and connected services with tens of millions of active users. Introduced outcome over output focused design strategies through methodologies such as OKR and H.E.A.R.T framework. Pushed for cross-functional teamwork, lean and agile methodologies such as online daily standups, design reviews and lightweight change management processes leading to rapid iteration.

Design

Designed and developed 10 websites for local governments and major global brands resulting in gains such as an increase of 300% in conversion per month. Contributed to significant increases in profit through graphic design and branding. Produced hundreds of design assets including sketches, storyboards, wireframes, mockups and prototypes. Promoted and implemented evidence based design through qualitative and quantitative user research methods such as contextual inquiries, heatmaps and A/B testing.

Cream, Product Designer

Sep 2014 - Sep 2015, Tokyo & Amsterdam

Designed multiple projects for luxury and global brands. Redesigned and gamified BrandAcademy, Cream's SaaS training and engagement platform. Researched and created successful concepts and designs for project proposals & presentations. Transformed designs into interactive prototypes for user testing and presentations. Adjusting of HTML and CSS within existing WordPress templates. Redesigned and creation of visual identities and business cards.

Ravonet - Appstore Amsterdam, Intern Front-end Developer

Mar 2013 - May 2013, Amsterdam

Developed several WordPress templates and sites for various clients using HTML5, CSS3, Javascript and PHP. Designed and developed different email templates with XHTML. Research and creation of multi-purpose WordPress templates. Implemented and taught responsive design strategies. Presented and facilitated the final hand-off of products to clients and training on how to use WordPress.

TMG - Groupdeal, Intern Marketing & Communication

Jun 2012 - Sep 2012, Amsterdam

Maintained the front-end of Magento and product data administration. Written hundreds of creative commercial stories for a large variety of products. Edited and composed product photos for the online deal marketplace. Supporting customer's pre-sale and post-sale inquiries.

Freelance

2013 - present

Continuous consulting on brand and design strategies for various brands.

EDUCATION

Amsterdam University of Applied Sciences

Aug 2011 - Sep 2015, Amsterdam

Bachelor of Communication & Multimedia design
Cumulative GPA 3.94/4.0

SKILLS

Design

Sketching, Whiteboarding, Ideation, Personas & Scenarios, Wireflows, Task flows, JTBD, Storyboarding, Wireframes, Visual mockups, Adobe Creative Suite, Sketch & Figma.

User Research

A/B Testing, Contextual inquiries, Journey mapping, Heuristic evaluation, Affinity mapping, Data analysis, User interviews Usability & Concept testing.

Prototyping

Concept validation, Rapid prototyping, Interactive prototypes, Keynote, Invision, HTML, CSS & Javascript.

Collaboration

Product management, Design Critique, Presentation, Consulting and Collaboration across timezones

Languages

Dutch - Native
English - Native
Japanese - N1

ACHIEVEMENTS

Golden Dot Awards

Nomination