

Michael Groen

Product Designer

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EXPERIENCE

Lead Product Designer, Japan Travel

Apr 2016 - Present, Tokyo

Leadership

Lead designer on our multi-language bespoke UGC platform and connected services with 10s of millions of active users.

- Aligned team vision and introduced design impact measurement through outcome focused and evidence based design strategies.
- Increased cross-functional collaboration and rapid iteration through lean and agile methodologies such as online daily stand-ups, design reviews and lightweight change management processes.

Design

Designed and developed 30+ landing pages and websites for the company, local governments and major global brands contributing to significant increases in profit and growth.

- Increased customer inquiries by 253% through page and flow redesign for the company's travel agency, representing one of the company's core businesses.
- Increased return users by 18% and decreased costs by reducing return rate issues by 99% with product redesign of Japan Travel Bike.
- Increased international bookings by 400% per month with website redesign for local hotel chain.
- Increased user engagement by 18% and session duration by 55%, decreased costs for the government tourism website through redesign and consolidating 4 websites into 1.

Product Designer, Cream

Sep 2014 - Sep 2015, Tokyo

Designed multiple projects for a wide range of industries and major global brands.

- Increased user engagement with product redesign and gamification of BrandAcademy, Cream's primary SaaS training and engagement platform.
- Contributed to profits through research and interactive design concepts for successful proposals and presentations.
- Created and designed informational assets such as infographics and instruction videos for various brands within BrandAcademy.

Front End Engineer Intern, Ravonet - Appstore Amsterdam

Mar 2013 - May 2013, Amsterdam

Developed several WordPress templates and sites for company and clients using HTML5, CSS3, Javascript and PHP.

- Expanded companies product portfolio through design and development of modular email templates.
- Enabled company to create responsive websites through implementation and teaching of responsive design best practices such as mobile-first design.
- Maintained and nurtured customer relationships by presenting and facilitating final product hand-offs and training on professional WordPress usage.

Marketing and Communications Intern, TMG - Groupdeal

Jun 2012 - Sep 2012, Amsterdam

Wrote hundreds of creative commercial stories for a large variety of products on the online deal marketplace resulting in thousands of sales on a monthly basis.

- Edited and composed creative product photos contributing to sales.
- Administered products in Magento in a timely and accurate fashion.
- Maintained high customer satisfaction through support on pre- and post-sale inquiries.

EDUCATION

Amsterdam University of Applied Sciences

Aug 2011 - Sep 2015, Amsterdam

Bachelor of Communication and Multimedia Design
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 - JLPT N1

ACHIEVEMENTS

Golden Dot Awards

Nomination (2015)