

Michael Groen

Product Designer

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EXPERIENCE

Lead Designer, Japan Travel

April 2016 - Present, Tokyo

Led design and developed the Japan Travel UGC platform, in addition to 50+ landing pages and websites for companies, local governments and major global brands.

- Increased organic traffic by 662% and customer engagement by 269% through user flow optimizations and creating accessible (WCAG 2.0 compliant) and high-performance user-interfaces for local government destination website.
- Led Japan Travel's core product redesign and increased conversion rate by 253% through optimizing navigation and implementing modern UX patterns.
- Increased monthly bookings by 400% through redesigning the website of Izumigo.
- Raised customer satisfaction rates by aligning team vision and introducing design impact measurement through outcome focused and evidence based design strategies.
- Significantly improved cross-functional collaboration and rapid iteration by introducing and implementing lean and agile methodologies.

Product Designer, Cream

September 2014 - September 2015, Tokyo

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

- Increased user engagement with product redesign and gamification of Brand Academy, 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 Brand Academy.

Front End Engineer Intern, Ravonet - Appstore Amsterdam

March 2013 - May 2013, Amsterdam

Developed CRM templates and websites internal and for clients using HTML5, CSS3, JS and PHP.

- Expanded companies product portfolio through design and development of modular email templates.
- Introduced and implemented responsive design for client websites.
- Maintained positive customer feedback loops and relations by facilitating final product hand-offs and providing hands-on training for professional CRM usage.

Marketing and Communications Intern, TMG - Groupdeal

June 2012 - September 2012, Amsterdam

Managed and created commercial stories in addition to providing sales and customer support.

- Increased monthly sales through copywriting commercial stories for a variety of products on the online deal marketplace.
- Contributed to sales by editing and composing creative product photos.
- Maintained high customer satisfaction rates through pre-sale and post-sale inquiry support.

EDUCATION

Amsterdam University of Applied Sciences

August 2011 - September 2015, Amsterdam

Bachelor of Communication and Multimedia Design
GPA 3.94/4.0

SKILLS

Design

User Centered Design, Interaction Design, Product Design, User Interface Design, Information Architecture, Sketching, Wireframes, Content Analysis, Heuristic Evaluation, Competitive Analysis.

User Research

Contextual inquiries, Interviewing, Journey Mapping, Surveys, Heuristic Evaluation, Affinity Mapping, Data Analysis, Card Sorting, Usability Testing.

Validation

Data-driven Design, A/B Testing, Usability Testing, Concept Validation, Rapid Prototyping, Interactive Prototypes.

Technical

Adobe CC
Figma
Sketch
Keynote
Invision
HTML, CSS & Javascript
Git
Trello

Languages

Dutch - Native
English - Native (Trinity CertTESOL)
Japanese - Fluent (JLPT N1)

ACHIEVEMENTS

Golden Dot Awards
Nomination (2015)