CV Marc Smeehuijzen | Senior freelance UX designer

Marc Smeehuijzen
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Nationality: Dutch

Profile

I am a senior freelance UX designer with more than twenty years of experience in user research, interaction design and UX strategy. Drawing on my background in psychology and medical information science, I help organisations make complex digital products clear and easy to use. I combine hands-on design and research with mentoring designers and researchers.

Experience

Jul. 2026 – Present **The Identity Managers, Amersfoort, The Netherlands**
UX Designer
Interaction design and prototyping for ReconManager, an identity and access management application.

Jan. 2026 – Jun. 2026 **Rethink Priorities, San Francisco (CA) USA**
UX Consultant
Usability analysis of a tool for effective giving.

Sep. 2024 – Dec. 2024 **HU University of Applied Sciences Utrecht, The Netherlands**
UX Specialist
User research and concept design for the HU&IK student platform, including navigation, search and a chatbot.

Feb. 2022 – Sep. 2024 **Levin Lab at Tufts University, Medford (MA) USA**
UX Designer
Website development for the Levin Lab, which conducts research into regenerative medicine. Information architecture and integration of the AI chatbot LevinBot.

Nov. 2020 – Oct. 2023 **LeasePlan, Amsterdam**
Product Designer
UX strategy, interface design and user research for apps covering maintenance, repairs and vehicle availability. Designs for drivers, fleet managers and call centre staff.

Jun. 2019 – Mar. 2020 **Royal Schiphol Group, Amsterdam**
UX Consultant
UX strategy, user research and dashboard design for Smart Assets & Buildings at Schiphol Digital, focused on providing insight into the performance of airport facilities and buildings.

Jul. 2018 – Dec. 2018 **KPMG, Amstelveen, The Netherlands**
UX Consultant
Usability analysis and redesign of KPMG Innovation Factory, a platform for sharing and discussing ideas and managing innovation projects.

Jun. 2017 – Dec. 2017 **KLM, Amsterdam**
UX Lead
Mentoring six designers and researchers and service design for Passenger Operations. Introduction of field research and design sprints for the development of apps for KLM employees.

Apr. 2017 – May 2017 **ABN AMRO, Amsterdam**
UX Designer
Interaction design for Prospery, an app for digital wealth management and communication with financial coaches.

Jun. 2016 – Sep. 2016 **RTL Nederland, Hilversum, The Netherlands**
UX Strategist
Information architecture and interaction design for RTL Nederland's corporate website, tested with end users.

May 2016 – Nov. 2016 **Philips, Amsterdam**
UX Designer
Redesign of the homepage navigation and annual report website. Analysis of the support journey and design proposals for online customer support.

Oct. 2012 – Oct. 2015 **ING, Amsterdam**
UX Designer
Interaction design and usability testing for projects including SEPA payments, the Mijn ING homepage and the Financieringswijzer financing tool. Research into the customer journey of business clients.

Nov. 2010 – Jun. 2011 **Knab, Hoofddorp, The Netherlands**
Interaction Designer
Design and usability testing of payment and savings features during Knab's start-up phase. Creation of a design system with interface elements and interaction patterns.

Jan. 2009 – May 2009 **Innovam, Nieuwegein, The Netherlands**
User Researcher
Research into user groups, an expert review and a usability test of the IBKI web application for exam registration in the mobility sector.

Feb. 2006 – Dec. 2008 **CGI, Rotterdam, The Netherlands**
Lead User Experience
Mentoring ten designers and researchers. Interaction design and user research for clients including DJI (the Dutch custodial institutions agency), Logica Telecom, ICTU, ING, Shell and the Dutch Tax Administration.

Education

1995 – 2000 **University of Amsterdam**
M.A. Psychology
- Thesis: 'Computer Animation and Learning'.
- Internship at the *University of Oregon*, USA — three months: usability research on a web application for zebrafish genetics.
- Internship at *Microsoft*, Redmond, USA — three months: usability research on the Microsoft Office help system.

1991 – 1996 **University of Amsterdam**
M.S. Medical Information Science
- Thesis: 'Use of Relational Databases for Tracking Educational Experiences and Objectives'.
- Internship at *Medical College of Georgia*, USA — five months: development of two relational databases for physicians in training and patients with diabetes.

Skills

- UX strategy: service design, stakeholder management and workshop facilitation.
- Interaction design: information architecture, wireframing, prototyping, UI design, responsive design, design systems and accessibility guidelines (WCAG).
- User research: customer journeys, usability testing, field research, personas, A/B testing and analytics.
- Team mentoring: team building, design critiques and career development for designers and researchers.
- Tools and technology: Figma, Codex, Claude, Sketch, Axure, Miro, Zeplin, Illustrator, WordPress, Webflow, HTML and CSS.
- Research tools: UserZoom, Morae, Lookback, Loop11 and Hotjar.
- Languages: Dutch (native), English (fluent), German (basic) and French (basic).