

PROFESSIONAL PROFILE

Strategic UX leader with 14+ years of experience at the intersection of AI, UX research, and product innovation. Proven ability to scale UX functions, drive AI transformation, and integrate user insights into enterprise strategy. Expertise in AI UX, cross-functional collaboration, and research-driven decision-making, delivering business impact through human-centered design.

CORE COMPETENCIES

- AI UX & Emerging Technology Integration
 - UX Leadership & Team Development
 - Research-Driven Product Strategy
 - Cross-Channel Experience & Service Design
 - DesignOps & Scalable Design Systems
 - Stakeholder & Executive Alignment
 - AI Ethics, Trust, & Responsible AI
 - Agile, Lean UX & Continuous Discovery
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PROFESSIONAL EXPERIENCE

AI UX Navigator, New York, NY

Oct 2024 – Present

Founder | AI UX Research & Transformation

- Developing "Operationalizing AI UX", a guide and toolkit for UX leaders integrating AI into existing workflows
- Creating the UX to AI UX Process Evolution Framework, mapping the shift from deterministic UX to probabilistic AI-driven design
- Building cross-functional collaboration models and measurement frameworks tailored for AI UX implementation
- Documenting real-world case studies on AI UX adoption, identifying challenges and best practices
- Establishing an AI UX advisory board to validate frameworks and contribute diverse perspectives
- Participated in SVA's(School of Visual Arts) AI & creativity residency, exploring machine-generated trust and user perception
- Developing a microsite to share AI UX frameworks, tools, and resources with the UX community

citizenM hotels, New York, NY / Amsterdam, NL

Sept 2023 – Oct 2024

Head of UX

- Established and executed the first UX strategy, aligning design and research with business growth goals
- Elevated UX to a strategic function, driving a 10% increase in CPS, CLV, and NPS
- Led end-to-end CX transformation across web, mobile app, iPad, kiosk, and in-hotel touchpoints
- Built a scalable UX research function, launching a Voice of the Customer (VOC) program and embedding attitudinal UX metrics into product strategy
- Implemented DesignOps, centralizing a design system that improved accessibility and reduced product development timelines by 15%.
- Expanded and mentored the UX team, doubling its size in nine months and fostering leadership growth.
- Initiated AI-driven UX research, experimenting with AI applications to enhance customer experience.
- Co-led Customer Strategy with the CPO, aligning company-wide decisions with customer needs.

McKinsey & Company, New York, NY

Aug 2019 – Mar 2023

Senior Manager, UX Research & Transformation

- Designed end-to-end cross-channel experiences across five advanced analytics functions, aligning execution with senior leadership
- Established a user research practice that informed strategic decisions, driving \$50M in annual savings
- Facilitated design thinking workshops with executives, embedding UX into business strategy
- Led cross-functional UX, analytics, and business partnerships, increasing tool adoption and workflow efficiency
- Integrated UX into Agile, embedding design sprints and continuous discovery for iterative improvements
- Developed service blueprints and journey maps, optimizing complex workflows and improving operational efficiency

Manager, UX Research

Aug 2017 – May 2019

- Led UX research initiatives for Data & Analytics, driving data visualization tool adoption and engagement
- Conducted in-depth user research with analytics experts to evaluate adoption barriers and improve usability
- Performed competitive research on vendor tools, shaping selection strategy and training programs
- Led a 6-week ethnographic study across Europe, China, and the US, directly influencing the tool stack selection and onboarding strategy for team collaboration
- Developed a digital content redesign strategy for a change management program, increasing engagement by 500% in six weeks

Moody's Analytics, New York, NY

Aug 2016 – Jun 2017

Associate Director, User Researcher

- Led UX research for the redesign of Moody's flagship B2B platform (5,000+ pages), driving adoption and contributing to a \$601M revenue increase
- Conducted technical UX research with financial experts, using a mixed-methods approach to optimize complex workflows

Usablenet, New York, NY

May 2015 – Jul 2016

Senior User Researcher

- Led omni-channel UX research for B2C and B2B clients in retail, travel, and hospitality
- Optimized cross-channel e-commerce experiences across mobile, web, and in-store

Design Creatives, New York, NY

Sep 2008 – May 2015

Design & Strategy Consultant

- Founded a design research consultancy, driving product innovation for retail and design clients
- Led research-driven product development, translating market trends into actionable designs

EDUCATION

Master's Degree, Social and Organizational Psychology

Utrecht University, The Netherlands

Master's Degree, Industrial Design

Pratt Institute, Brooklyn, NY

COURSES & CERTIFICATIONS

- **Generative AI for Everyone** – Andrew Ng, DeepLearning.ai, 2024
- **Performance Management and Tracking (Metrics, KPIs)** – McKinsey Academy, 2023
- **Leading Transformations: Manage Change** – Macquarie University via Coursera, 2023
- **McKinsey Transformation L1 Program** – McKinsey (internal expert training), 2022
- **Artificial Intelligence: Implications for Business Strategy** – MIT Sloan School of Management, 2020
- **Certified Agile Leadership** – Scrum Alliance, 2019

SOFTWARE & ANALYTICAL TOOLS

- Research & Analytics: Qualtrics, UserTesting, Dovetail, Hotjar
- AI & Machine Learning Tools: ChatGPT, Claude, Perplexity, Stable Diffusion, Midjourney
- Collaboration & Productivity: Miro, Jira, Confluence, Notion, Airtable
- Design & Prototyping: Adobe Creative Suite, Figma, Sketch

AI UX TOOLS & FRAMEWORKS

- **AI Research & Testing:** Usertesting AI Analyzer, Dovetail AI, Lookback for AI interactions
- **AI Design Systems:** Anthropic Claude Pattern Library, GPT-4 UI Components
- **AI UX Frameworks:** Anthropic's Constitutional AI, Google's PAIR, Microsoft's HAX
- **AI Development:** Prompt engineering, LLM fine-tuning concepts, RAG architecture understanding
- **AI Governance:** Responsible AI frameworks, AI transparency documentation
- **Custom Frameworks:** AI UX Maturity Model, Proactive AI Trust Ladder™