

Jack Brugger

Lead Product Designer

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Lead product designer with 9+ years shaping complex B2B and B2C products across SaaS, fintech, education, marketplaces, and media. I take products from ambiguous idea to scaled platform by combining sharp user research, fast experimentation, and hands-on delivery.

Recent Experience

Senior UX Designer Mobile App at Rabobank via CreateNew

Jan 2025 - Present

- Reduce missed tax, payroll, and supplier payments that create cash-flow gaps and penalties for SMEs.
- Improve scheduling and reminders in the Rabobank Business app, aligned with cut-off times, weekends, and public holidays.
- Explored calendar integrations (Google Calendar, iCal) so businesses can plan payments alongside other operational commitments, improving liquidity visibility.

Head of Design at RegenOS (Freelance/Contract)

Jan 2025 - Present

- Interviewed farmers to map how they monitor fields, respond to risks, and where a digital twin can reduce uncertainty and input waste.
- Defined core “virtual twin” flows (monitor, predict, act) so farmers can see risks and recommended actions in time to adjust irrigation, fertilizer, and treatments.
- Built the product directly in Replit with React and Tailwind, using Figma only as a starting point, by designing a lightweight design system in code that AI can use to generate and refactor a consistent dashboard UI.

Freelance Product Designer at Infinitas Learning

June 2025 - September 2025

- Partnered with the central design system team to deliver multi-themed components, patterns, and design tokens (via Tokens Studio).
- Shipped a modern, scalable component library in under three months to support a large-scale platform migration.

Freelance Product Designer at Resolv

Dec 2024 - Aug 2025

- Designed a unified DeFi dashboard for Resolv’s USR and RLP tokens that balances institutional-grade data density with accessibility for newcomers.
- Clarified complex reward mechanics (70+ earning activities, points rules, retroactive rewards) into navigable views with clear portfolio, collateral pool, and earnings overviews.

Product Design Lead/Senior at Qogita, Permanent Contract

Oct 2022 - Dec 2024

- Led Qogita design team and two cross-functional squads
- Translated customer discovery into product requirements, making AI-driven decisions transparent and trustworthy
- Reduced user-reported confusion by 50%, streamlining workflows and boosting conversion rates



Skills

Design: Figma, FigJam, Figma MCP, Figma Make, Prototyping, Design Systems, Tokens Studio, Spline, Motion Design, AFX, Design QA

Research & Strategy: Generative Research, Usability Testing, A/B Testing, Stakeholder Interviews, Journey Mapping, Behavioral Analytics, Funnel Analysis, Competitive Analysis, Persona Development

Leadership & Product: Vision & Strategy, Cross-functional Collaboration, Stakeholder Management, Design Critique, Mentoring, Workshop Facilitation, OKR Definition, Roadmap Input, Agile, Sprint Planning

Frontend & Tooling: React, Tailwind, TypeScript, JavaScript, HTML, CSS, Vercel, Webflow, Framer, Airtable

AI Tools: Claude, Replit, Subframe, v0, Midjourney, Higgsfield

Domain Knowledge: Fintech, DeFi, B2B SaaS, eCommerce, AgTech, EdTech, Media

Past experience

Senior Freelance Designer

Mar 2016 - Current

Select Clients: Infinitas Learning, Robinfood, Resolv, Wholy Greens, Heute, Veggie hap, Albert Heijn, De Nederlandsche Bank, Quiver Cloud, Blockport

Snr. Product Designer at Intersport, Permanent Contract

Feb 2021 - Sep 2022

- Founding designer of Universal Design System (UDS)
- Led adoption of UDS patterns in react library across 20 different national orgs

Partner, Creative Director at Itabo

Jun 2020 - Mar 2021

- Advised early-stage founders on UX and creative direction
- Led design initiatives for 7 startups

Product Designer at OneUp, Contract

Jun 2019 - Jun 2020

Select Clients: Rabobank, Unilever, Albert Heijn, Aegon, Cargill, geoFluxus, PVH, DPG Media, Airbus, De Nederlandsche Bank, Port of Amsterdam

- Ran 15 design sprints & 5 ideation sprints, validation of 3 MVPs

Freelance Product Designer at Blockport

Apr 2019 - Jun 2021

- Designed trading flows for a hybrid decentralized exchange, integrating custodial and non-custodial wallet navigation into a seamless, secure interface.
- Improved social trading UX, enabling intuitive onboarding and boosting platform adoption.

UX, Growth Hacker at bunq

Sep 2017 - Apr 2019

- Redesigned onboarding and card activation flow. 15% lift in card activations and 19% increase in funded accounts.
- Rebuilt post-approval experience with sequenced activation banners, 2-month retention from 45% to 60%.
- Led acquisition design experiments across Snapchat, Google, and Facebook. 3k to 100k paid user growth.

Experience Designer at Wonderland

May 2016 - Apr 2017

- Designed UX for 8+ clients across eCommerce, healthtech
- Designed bespoke digital experiences
- Earned 3x Awwwards SOTD, 2x CSSDA, and 2x FWA for design excellence

Education

University of Amsterdam

MSc in Business Administration:

Entrepreneurship and Management in the Creative Industries

Feb 2021 - Sep 2022

Curriculum covers subject areas such as Branding, Advertising, Marketing/Strategy, Innovation, Sustainable Business Models, Branding for Start-ups, Change Management, Business Negotiations and Entrepreneurship

University of Zurich

Banking & Economics Exchange

Mar 2016 - Sep 2022

Masters level courses in Corporate Finance & Information Economics for my final year of Bachelor's degree

University of Kansas

BSc in Finance

Mar 2016 - Sep 2022

Want to work together?

Please contact me at

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Open to full-time and contract roles across the EEA and US.

No visa sponsorship required.