



Contact Details

Beer Buijsman
28/07/1985

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Beer Buijsman

UX 2012 - 2024

DPG Media - UX Lead Video + Fun & Games

- Applied extensive experience and learnings to enhance product designs on the brands and release a new platform for 150.000 daily users
- Helped setup the whitelabel design system and ZeroHeight implementation.
- Focused on hands-on design tasks, creating innovative solutions for video, finance, and gaming products.

Booking.com - Lead Product Designer Personalisation

- Contributed directly to web and app design teams, implementing personalized design solutions.
- Integrated ChatGPT 3.5 into the personalisation platform as a personal assistant for booking trips.
- Collaborated closely with various design teams to ensure cohesive design implementations and reported progress monthly to management.

adidas - Lead Product Designer app

- Conceptualized and redesigned the order process and checkout for the Adidas app.
- Worked hands-on with cross-functional teams to align designs with business goals and user needs and present our progress to C-level stakeholder.
- Successfully launched multiple apps, leading to increased conversion rates and total cart value.

Polestar - Lead UX .com

- Conducted user research and testing to inform design decisions.
- Created wireframes, prototypes, and high-fidelity designs for the Polestar website.
- Collaborated with product managers, developers, and marketers to ensure cohesive user experiences, and present weekly to the board.
- Continuously iterated on designs based on user feedback to enhance the overall user experience.

Miele-X - Design Operations Manager

- Led the design of the new e-commerce platform, focusing on UX and visual design.
- Worked closely with art directors and developers and the management board to create seamless user experiences.
- Conducted UX research to inform design strategies and ensure alignment with user needs.

Philips Domestic Appliances - Lead UX Coffee & Floorcare

- Took responsibility for UX design across multiple projects.
- Developed and managed a UX system and language for consistent design application.
- Conducted customer journey mapping and UX research to inform design decisions.
- Supported agile teams with hands-on UX and UI design work, enhancing the overall product experience.



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Kingdom of Saudi Arabia - UX Lead data reporting/e-learning dashboard
ValTech - UX Lead
Internationaal Filmfestival Rotterdam - UX Lead
Cisco Systems - Senior UX Designer
Dienst van het Koninklijk Huis - Senior UX Designer
FMO: Entrepreneurial Development Bank - UX Designer
Harper's Bazaar - UX Designer
MINI UK - Product designer
EventTouch - Product designer
Comité 4 en 5 mei - UX-designer
Staten Generaal - UX-designer

Freelance - IT Consultant 2010 - 2012

Rotterdamse Schouwburg | 250 - 500 employees
Adobe Illustrator, Adobe After Effects, HTML
UI-Design and programming of a voting system to go through different steps during a performance, influencing the course of the performance.

McGyver Amsterdam | 25 medewerkers
Adobe Illustrator, FileMaker
UI-Design en database design for a web based casting platform.

Business Intelligence, Data Management, UX-UI Design, Testing
Customers: Productiehuis Rotterdam, Kingcasting, de Stokerij Schiedam, Neon Media

Freelance Designer 2003 - 2010

2D-Design, Motion Graphics, Compositing, Editing
Customers: Astmafonds, Friesche Vlag, de Hypotheker, Hartstichting, Philips, Thomas Cook, Pickwick, Frisia, Koninklijke Nederlandse Munt, NS, Royal Bank of Scotland, Van Gils

Education

2021	Scaled Agile Professional Certificate
2001 - 2005	Communicatie & Multimedia Design Hogeschool Rotterdam