

Leapworks company deck

leapworks.design | 2026



Bring expertise to your teams on testing new business ideas, effective web design, content that converts, branding, and more.

**Work smarter in the digital landscape.
And do more with less.**

about us

About leapworks.

In 10+ years of working for corporate marketing and innovation departments, we have seen first-hand how companies struggle to serve customers off- and online.

Through customer research, validation, and design execution, we've proven to be great partners for companies trying to bridge the gap from corporate strategy to execution in their markets.

By being pragmatic, skilled with design tools, and eager to create, we help companies validate new business ideas, generate more leads, increase conversion, and lift their brand.

Our Amsterdam-based team combines strategists, designers, builders, and researchers.



team



Marijn de Smit

Founder & team lead, design
UX/UI Design | User research |
Strategy

Strategy & design lead. 10+ years
validating propositions, turning
them into market-ready execution.



Thomas van Burken

Prototype and web design
Front-end development | CSS
animation

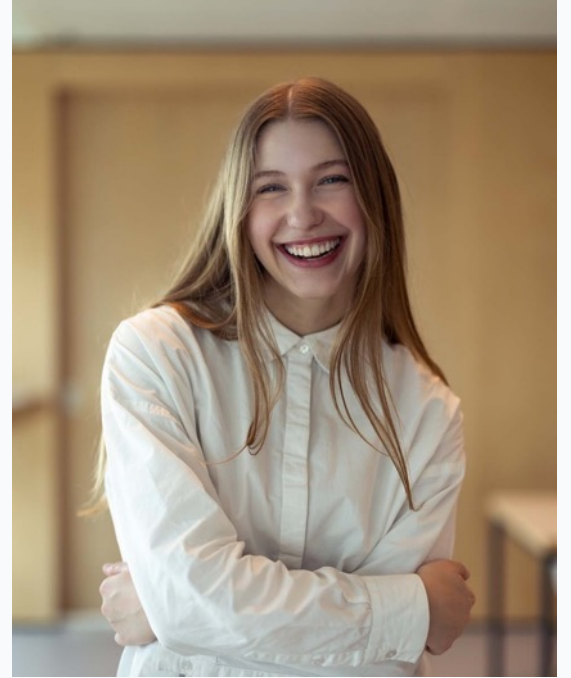
Skilled web builder, marketing
automation, custom HTML/CSS
solutions.



Sanne Klein

Digital Design Specialist
Digital Design | E-commerce

Digital-first designer. From e-
commerce creatives to web and
campaign assets



Jessica Kuhn

Branding and creative strategy
Branding | Photography | Art
direction

Content creation machine, with
the skills and energy to facilitate
any brand challenge.

capabilities

Testing new ideas

- Value proposition design
- Customer interviews
- Workshop facilitation
- Prototyping & A/B testing

Website effectiveness

- Usability research
- Competitive analysis
- Interface design
- Developer handover

Marketing assets

- Content marketing
- Sales decks & brochures
- Display and social ads
- Video edits/cutdowns

Brand identity

- Brand strategy
- Visual identity
- Brand guidelines
- Design systems

Testing new business ideas.

Launching a campaign, product idea, or even completely new brand identity? Let's not go with a 'gut-feeling' and simply hope for the best. It could be costly, and the risk of failure is statistically high. Especially in corporate and B2B environments.

By using proven innovation methods of quick prototyping, user-testing, and iteration, you can develop promising new ideas that people actually want. Reducing risk on big investments.

We help our clients through this validation process. Using smart tactics to test things quickly and cheaply. For example using landing pages, clickable prototypes, and live usability tests.



Digital prototyping



Usability testing



Landing pages



Value proposition design



A/B testing

Website effectiveness.

Double your website's effectiveness using existing assets and copy. You don't want to get stuck behind developer availability or agency proposals in order to get web improvement off the ground.

Are customers telling you how documents and product info is hard to find? Or that your product pages are overwhelming?

We want you to get the most out of the web-platforms you're using. And we've reason to believe it can be done with your existing brand materials.



Competitive analyses



Usability research



Quick prototyping



Visual design



No development needed

Marketing materials that convert.

Too often marketers waste time producing self-glorifying content. Working with expensive agencies who end up confusing your customers. And we get it, because you're proud of what your company has achieved.

We help uncover what it is that your customers want to read or know more about. And we help you develop the right content.

User tested, and proven to convert.

Whether it's imagery for e-commerce, or brochures for industry segments. We can research, design, and produce impactful content.



Content marketing



Guides and playbooks



Brand identity



Display ads



Sales decks

Connect with a Standout Brand

As you're building a new company or team, you might feel that your true personality isn't shining through. This disconnect can lead to missed opportunities with customers, investors, and attracting talent.

We can help change that. By working closely with your team, we uncover your core values and unique personality. Together we'll shape a strong story that builds trust with new users and makes your employees proud to be part of your team.

Don't let a weak brand hold you back. Without a strong identity, you risk blending into the background and losing the trust of potential customers and investors. Let's create a brand that stands out and drives success.



Visual Brand Identity



Brand Guidelines



Team Interviews



Competitive Benchmarking



Customer Interviews

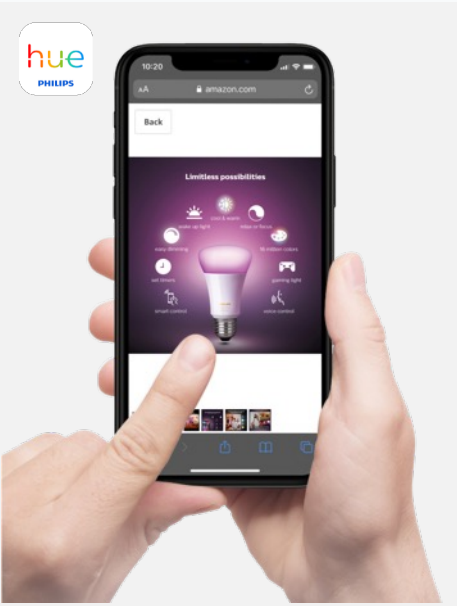
Our work

case stories



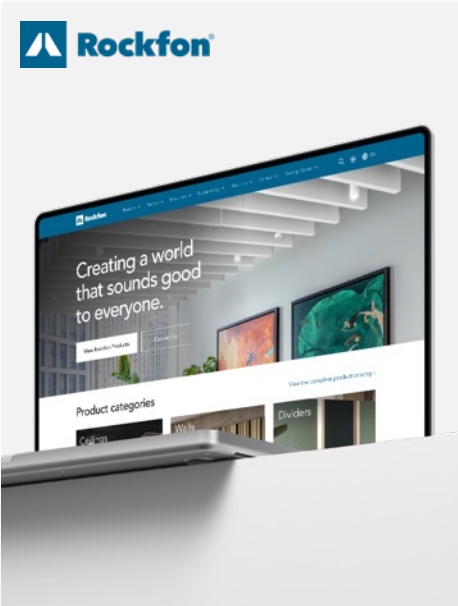
Validating circular business opportunities.

Customer validation



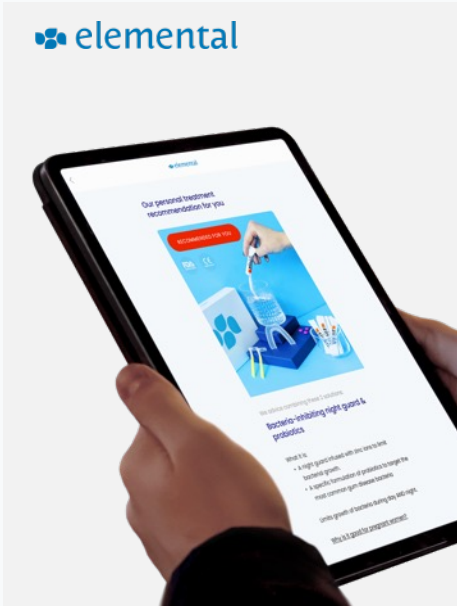
Optimizing e-commerce content for Philips Hue.

Content optimization



Building a scalable web ecosystem for Rockfon

Web design



Turning medical science into consumer claims.

Branding & campaigns

how we helped clients overcome challenges

Customer validation

Validating circular business opportunities for Permasteelisa.

From bold sustainability idea to evidence-based pilot project.



PERMASTEELISA GROUP



case study | Permasteelisa customer validation

Façade expert looking to innovate

Permasteelisa Group is known worldwide for designing and building high-end façades. Most active in London, they have decades of know-how. Today, the challenge isn't what they can build. It's knowing what they should build.

From ideas to focus

London's Net Zero Carbon goals made Permasteelisa investigate Reusable Façade Panels. But can 'reuse' be a viable new business worth chasing? Which features matter most? What will customers be willing to pay for?

Evidence for product-market fit.

We helped Permasteelisa test new ideas quickly and cheaply. Talking to customers in a way that shows what they really care about. Building prototypes to test early. This way we learned fast, cut risk, and build only what the market values.



Design and run tests to validate key assumptions.

Our project with Permasteelisa began by bringing the team together in a focused SPRINT-style workshop.

The goal? Draw out everything the team already knew and identify knowledge gaps.

Using Strategyzer's Value Proposition Canvas, we created a shared understanding of the customer's jobs, pains, and gains. A simple but powerful framework to make sure the team stays aligned and focused on the customer needs over technical possibilities.

We listed and prioritized the most critical assumptions. Rather than jumping straight into business development, we designed ways to test these assumptions early.

Structured, unbiased customer interviews made clear which ideas resonated most. Insights that wouldn't have come up through traditional sales conversations.

These first learnings became essential input for the next phase: shaping value propositions that address real customer problems and select features for upcoming pilots.

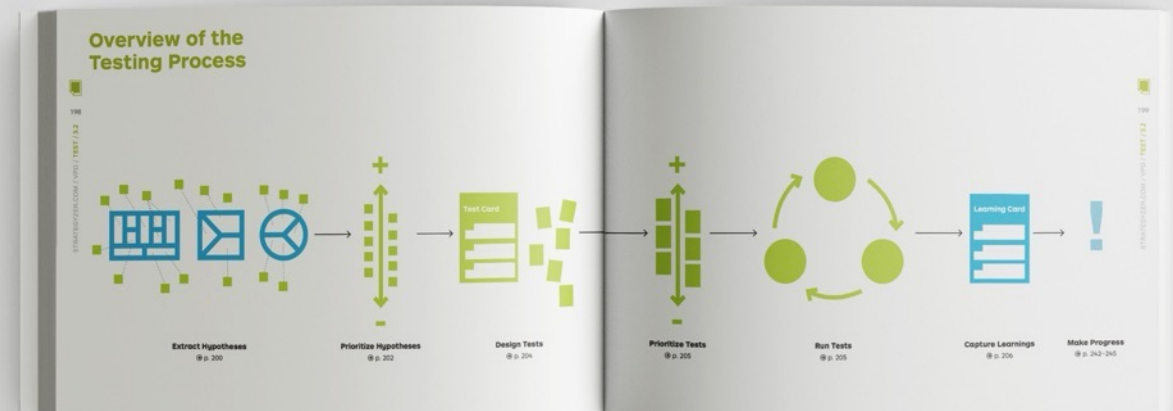
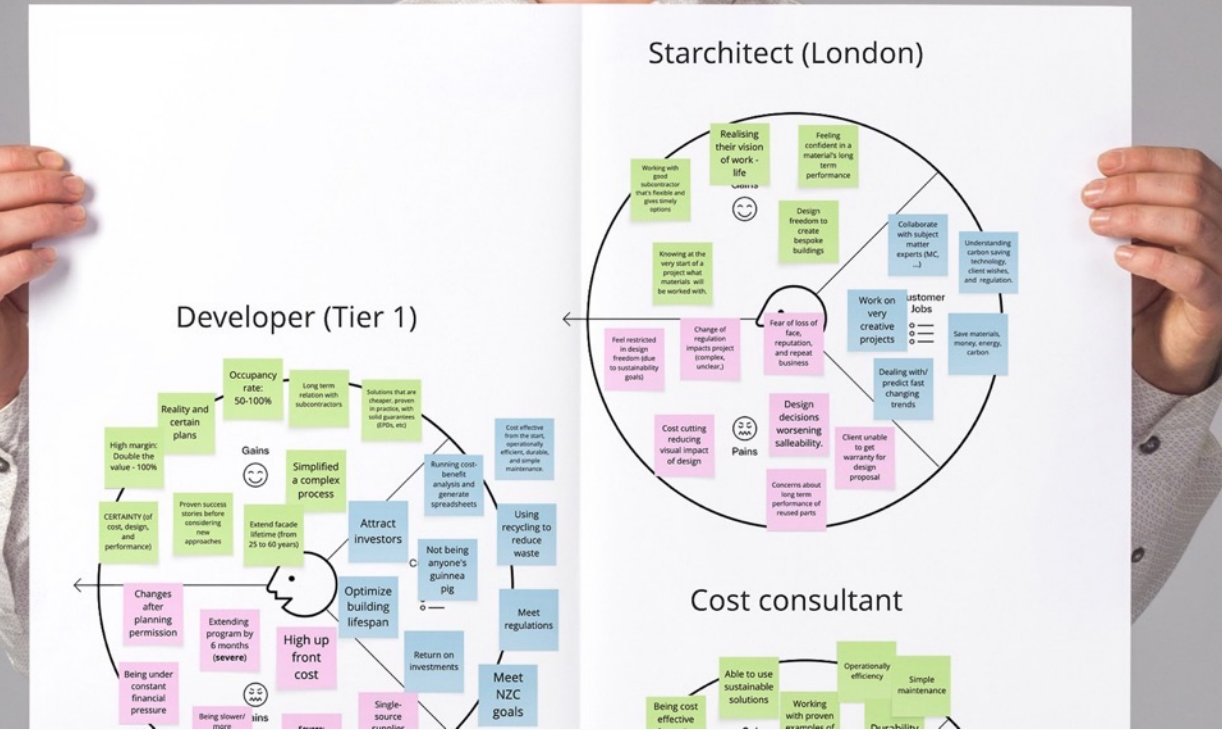
Mapping customer jobs, pains, & gains

Avoid risks

Doing the right thing

Meet carbon regulation

Mapping customer challenges and spotting key assumptions, then designing quick tests using the Value Proposition Design process.



Refining ideas with evidence, not opinions

In the 2nd phase of the project, we iteratively improved our ‘Circular Facades’ value proposition.

A ‘build–measure–learn’ rhythm became the new way of working for the team. Faster, more collaborative, and deeply customer-driven.

We spoke with leading architects, developers, contractors, and façade consultants in a series of structured interviews. During each talk, we showed visual storyboards so participants could respond to clear scenarios instead of abstract discussions.

After every session we updated the value proposition, sharpening the **fit** between the problem and the solution.

A crucial part of this process was how we conducted the interviews. Instead of asking for opinions about the future (or worse: asking ‘Would you like this?’) we focused on people’s actual experiences and past behavior. This revealed what customers really valued.

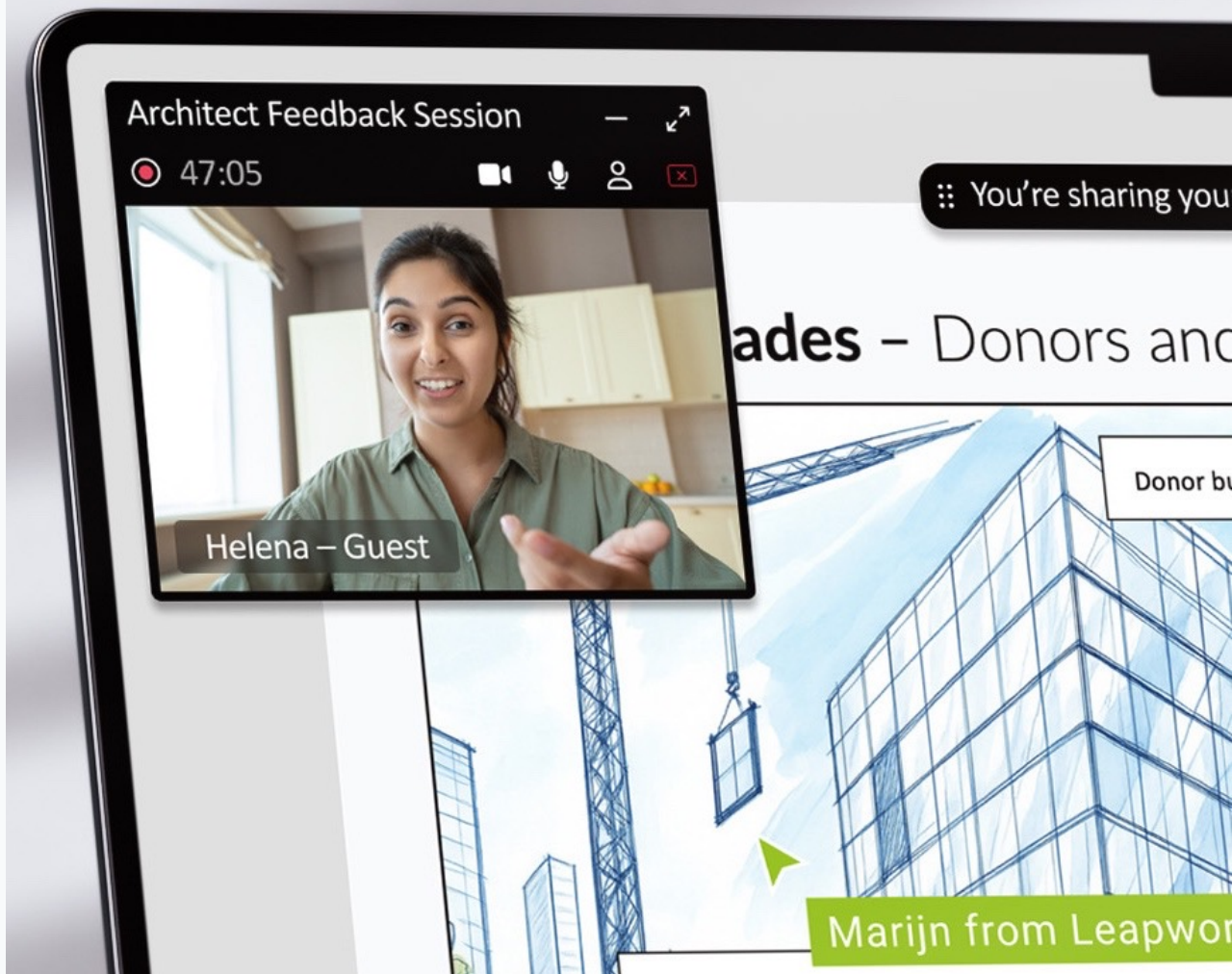
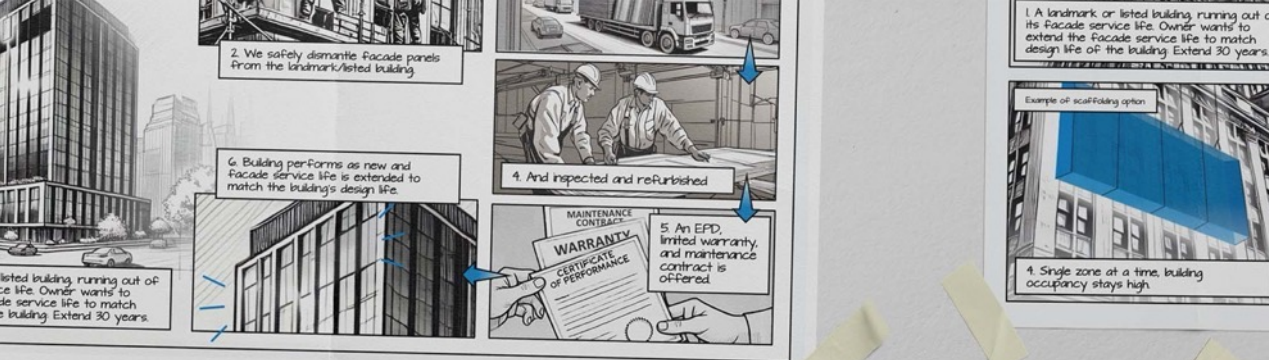
From warranties and performance expectations to perceived risks, we learned how our initial ideas differed from the customer’s reality.

These conversations went far beyond what a traditional sales meeting would uncover. They brought rich insights that now guide the team’s feature selection and pilot setup.

It proved the value of going “out of the building” early to find real proof.

Internal departments (legal, finance, operations) were involved along the way to make sure the business could deliver what the market confirmed.

Again, what we learned here became the springboard for testing the best idea in a broader market place during the next phase.



Using visual storyboards in expert interviews to make ideas concrete, reveal gaps, and iterate our value proposition.

Refining ideas with evidence, not opinions

With a clear proposition, we started testing on a much wider scale. In addition to relying on the team's professional network of industry experts, we added more outreach through LinkedIn Sponsored Ads. An innovative tactic that brought in perspectives well beyond the usual contacts.

The campaign led to an in-depth survey with key industry players, capturing insights around pricing expectation, potential market, and customer priorities.

The results, combined with the earlier interview findings, were compiled into a professional report and are now being used in “lessons-learned” sessions within Permasteelisa to inform upcoming pilots.

The tools and frameworks developed during the project — from canvases to surveys — are now part of their internal innovation toolkit.

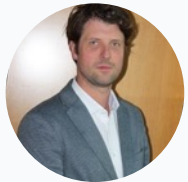
Building on this, we went a step further: creating a real ‘pre-sale offer’. Using facade panels reclaimed from a London project, we prepared a brochure with full specifications, warranty conditions, and performance details based on learnings so far.

By putting a tangible offer in front of potential buyers, we were able to measure real interest and even generate promising leads.

The project concluded with a validated value proposition, requests for next steps, and a path towards the first pilot project.

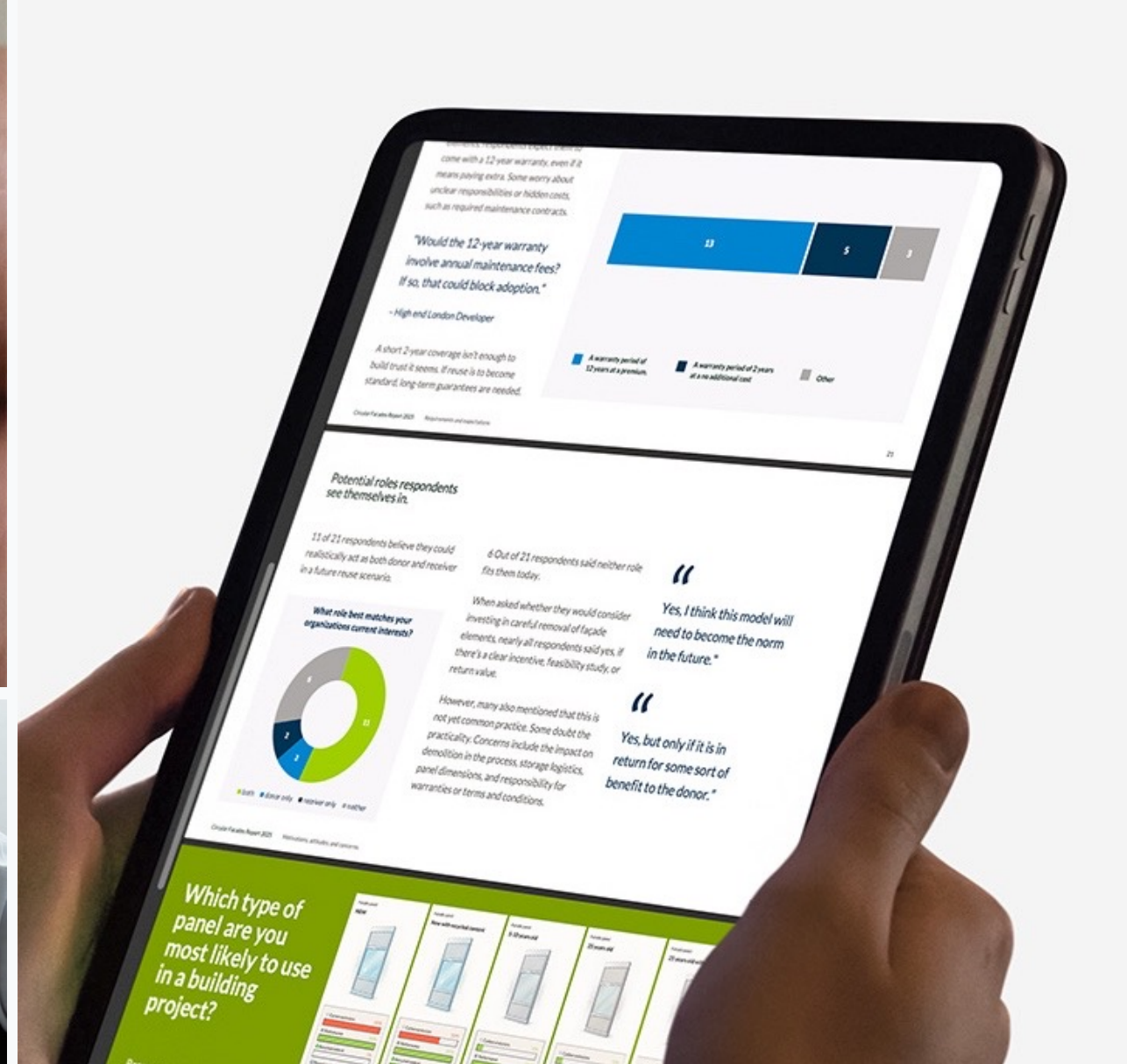
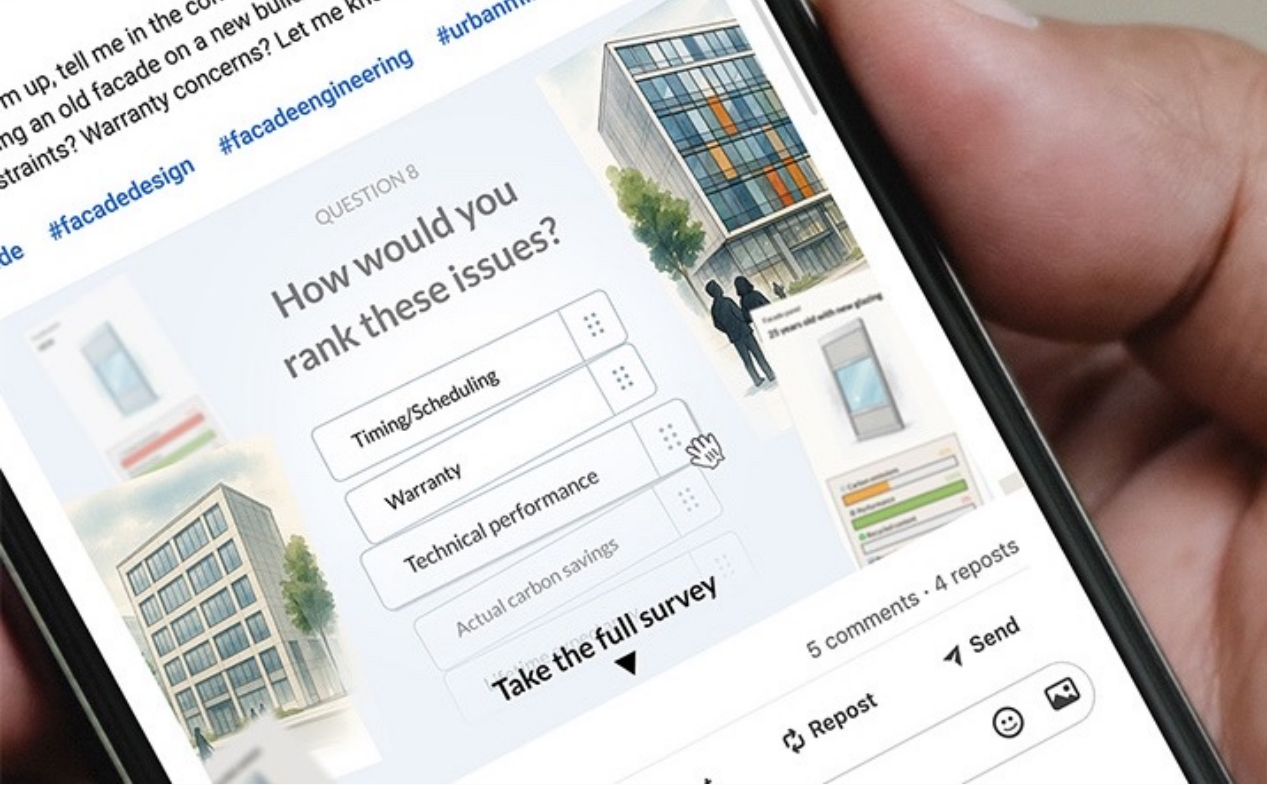
Most importantly, the Permasteelisa team now has both a tested proposition and a process for validating future ideas quickly and effectively.

“What really helped us was Leapworks' way of approaching customers and getting real insights out of them. If I had done this with sales, we would not have uncovered all these findings.”



Hans Jansen

Research and Development Leader at Permasteelisa Group



Launching a targeted industry survey to find market insights, resulting in a comprehensive report and used as input for a mock-sale, driving the pilot project now underway.

What does it take to validate new business ideas?

How many customer interviews does your company do in any given year? Even a handful will give you the insights and confidence to pivot new business ideas in the right direction.

15+

In-depth interviews conducted.

Interviews with developers, architects, façade consultants, cost consultants, contractors, and sustainability specialists to uncover their real needs.

5

Iterations of a value proposition

We went through workshops, multiple interview rounds, in-depth surveys, and a 'mock-sale' to find evidence of a 'problem-solution' fit.

1

Pilot project started

Our evidence-backed value proposition was used to define and initiate a pilot project with a real customer.

A validated proposition ready to pilot.

For Permasteelisa the question was never *can* we build it, but *should* we. Working side-by-side with their team we turned a promising idea, reusing façades to meet net-zero goals, into a proposition backed by market evidence.

What began as a gut feeling is now a validated proposition with features customers value. Shaped by real customer behaviour instead of gut-feeling.

Through months of structured discovery and smart testing, the team gained a clear view of which features and services truly matter, what customers are willing to pay most for, and which projects to target first.

These insights now guide Permasteelisa's ongoing pilot projects, the next step towards a circular, scalable business model.

On top of all that, they now have a repeatable way to test future ideas with the same confidence and speed.

- From assumptions to proof: a proposition built on validated customer needs.
- Clarity on features customers want most and are willing to pay for, now the basis of a pilot project.
- A repeatable innovation process the R&D team can apply to future new business ideas.

eCommerce, Content optimization.

Optimizing e-commerce content for Philips Hue.

Convert more visitors by user testing and improving images and videos on Amazon for Philips Hue



case study | Philips Hue

A Global Company in Smart Lighting

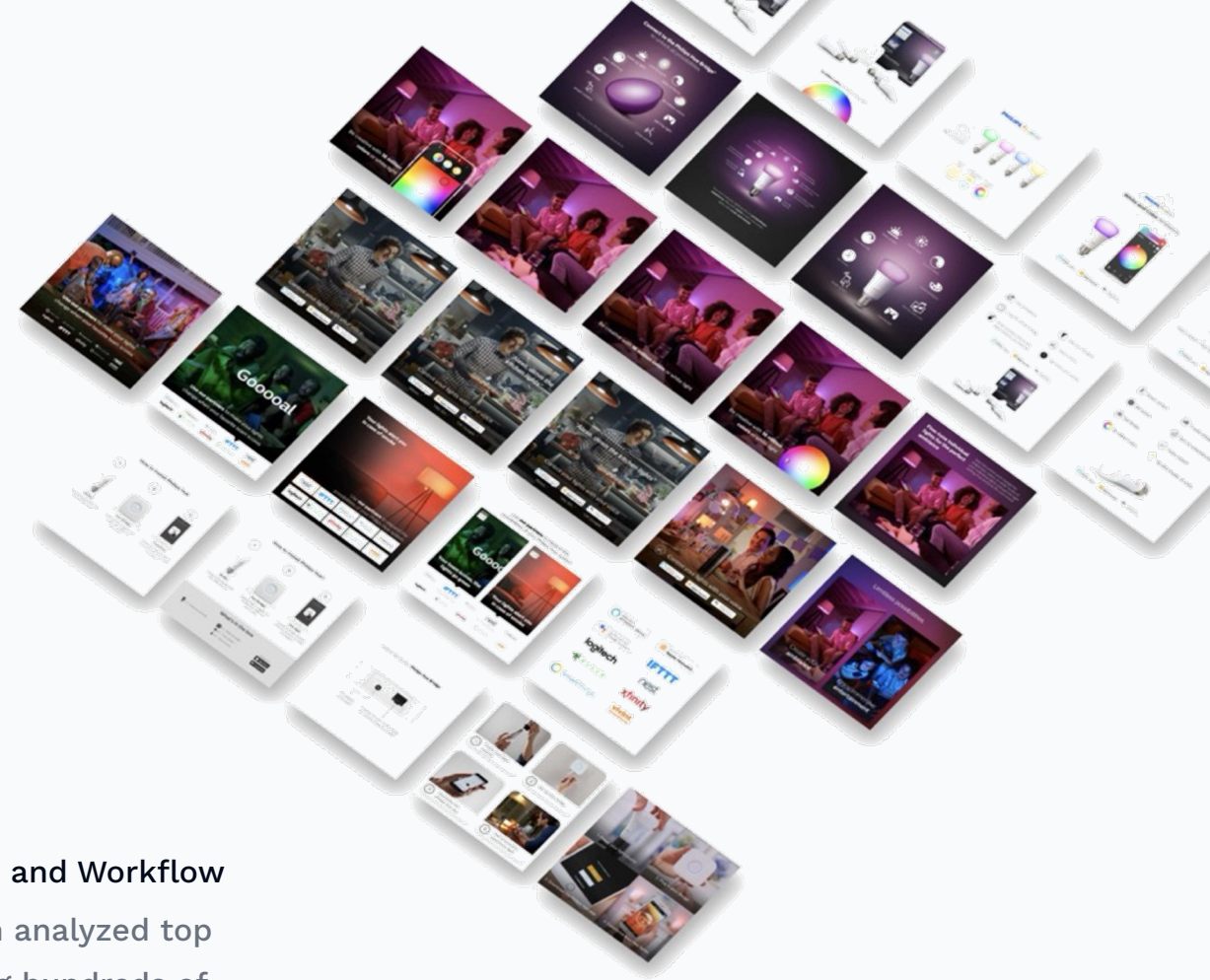
Hue is a global smart lighting brand of Philips Lighting. Its products and apps are popular lifestyle gadgets. They're sold worldwide through many different channels, including physical stores and 3rd party e-commerce websites.

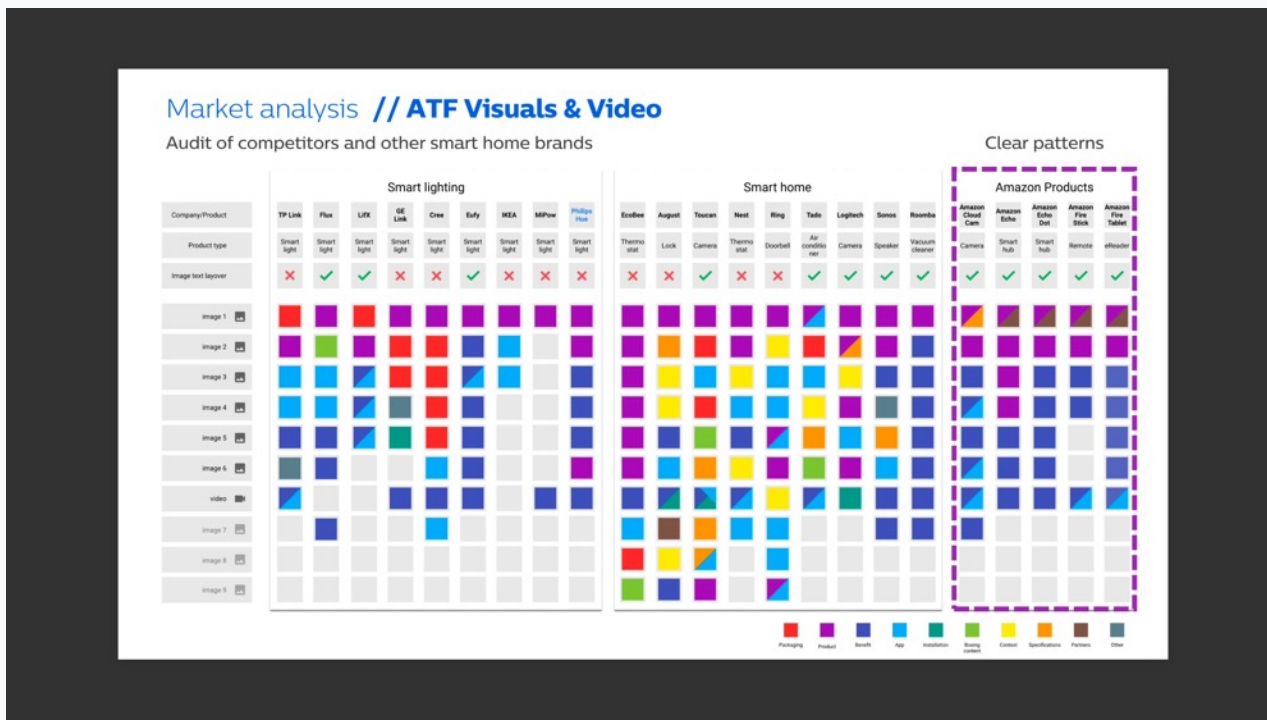
Struggling on Amazon

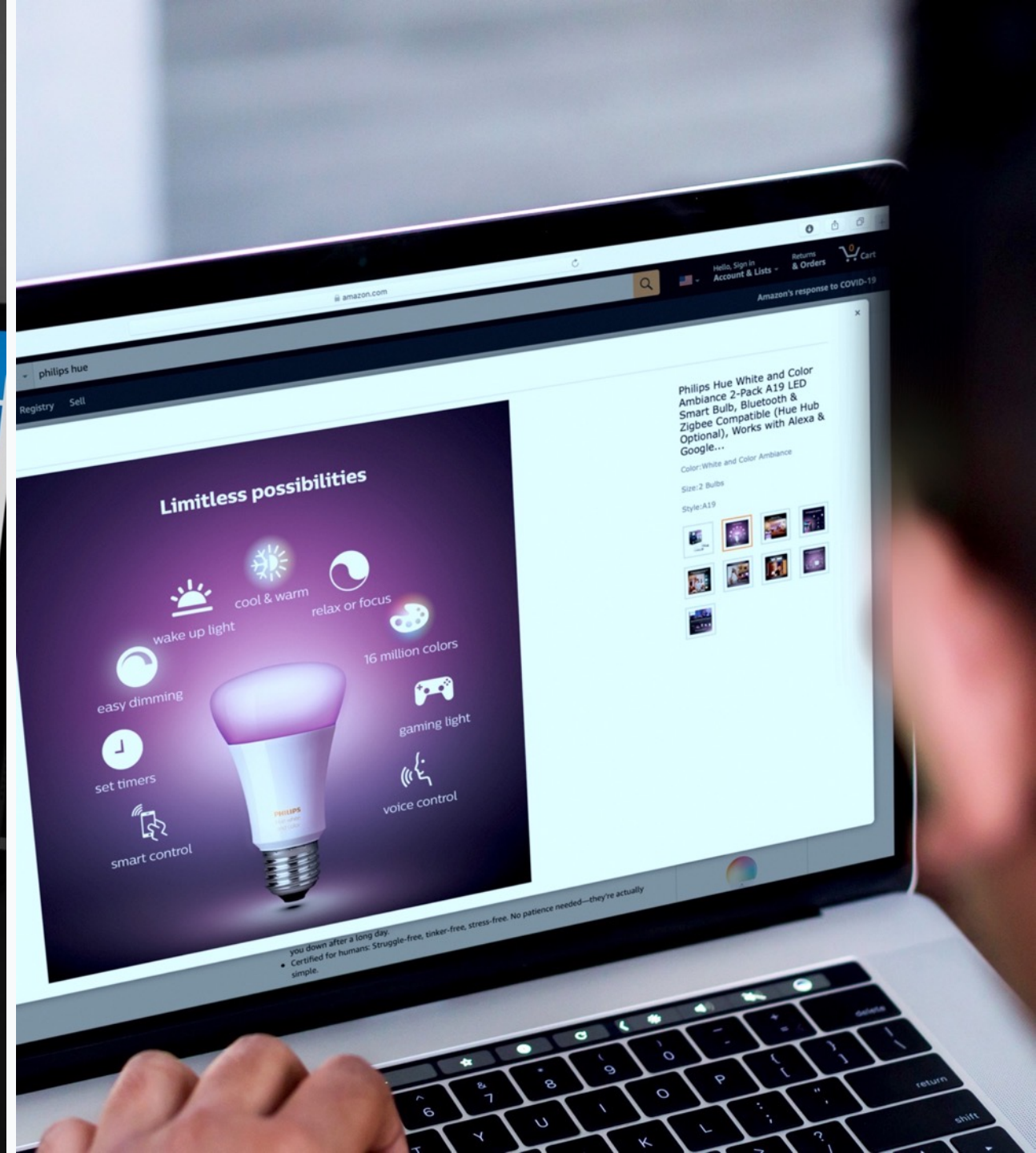
The Hue team found that selling online, especially on Amazon, is tough. With so many features to highlight, how can you make it easy for everyone to understand? The team ran a costly content creation process, while struggling with the unclear needs of digital users.

Better User Experience and Workflow

Our two-member team analyzed top Amazon brands, testing hundreds of creatives with modern tools. The result? A guide that enhances the customer experience and refines internal workflows, improving agency collaborations.



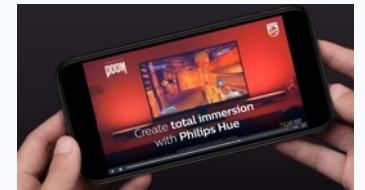
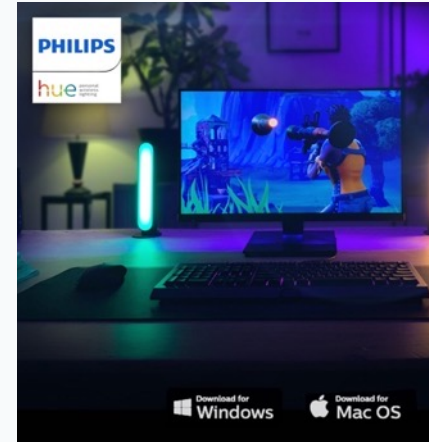
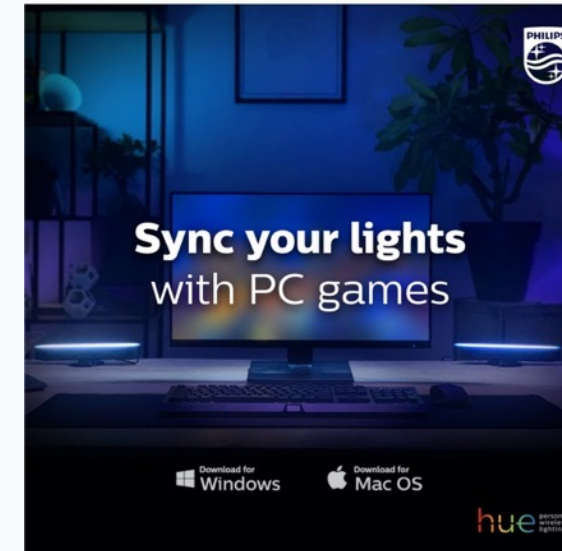




Value-Driven Content: a Quick Payback with Lasting Impact

With limited resources, we didn't just analyze and ideate; we reimaged how products should be presented online. Shifting away from the typical manufacturer-centric view, we centered our approach around the customer.

- Producing content with the user at its core.
- Company-wide impact with a small team.
- Empowering marketers and guide external agencies



”With minimal information, the Leapworks team is able to produce high quality content so quickly.”



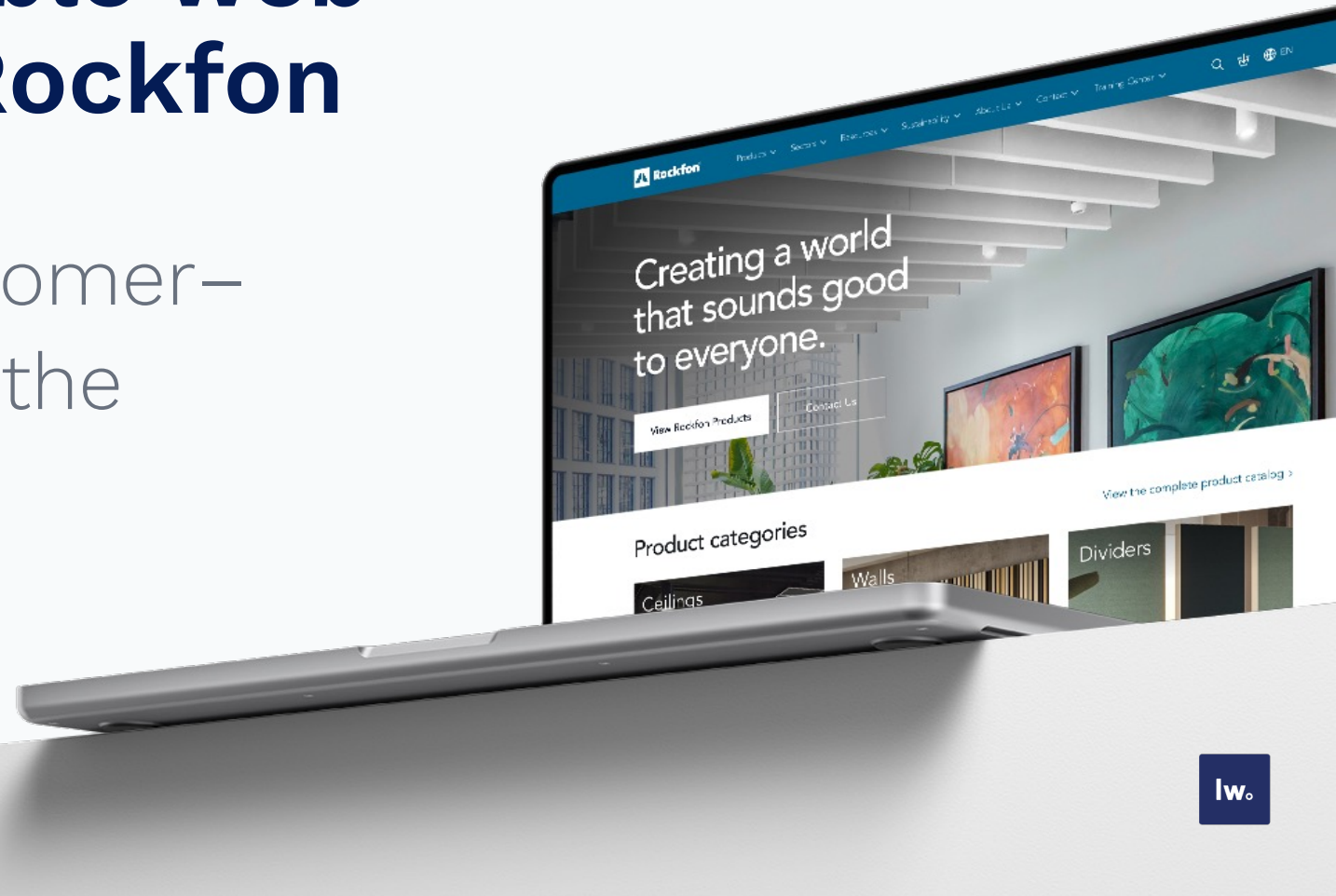
Kara Babb

Head of ecom channel mkt at Philips Hue NA.

Web design

Building a scalable web ecosystem for Rockfon

How to realize a customer-centric web vision in the building industry.



case study | Rockfon

Global leader in acoustics

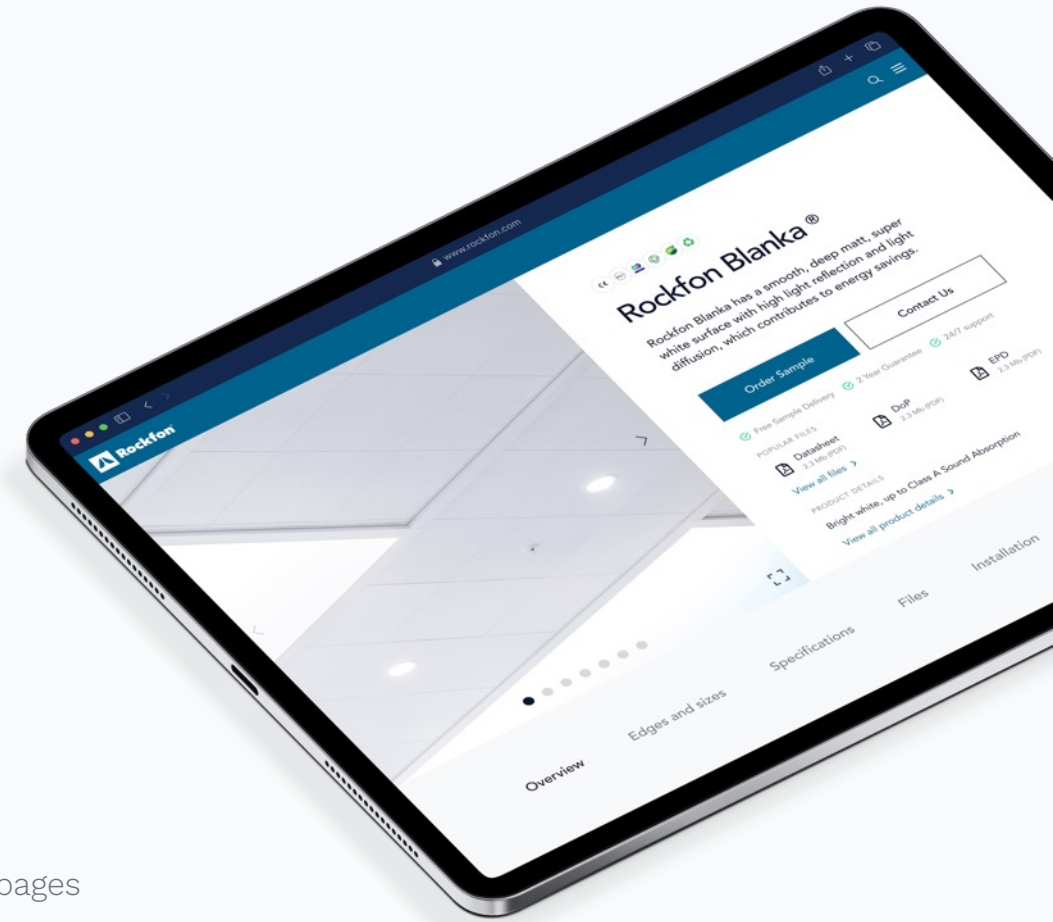
Rockfon is a world-leading manufacturer of indoor acoustic solutions, offering a complex portfolio across 50 countries. Their customers include architects, interior designers, space planners, acousticians, installers, and distributors.

A complex marketing machine

Multiple websites, customer portals, and campaigns pages led to a confusing web ecosystem, overwhelming both users and the marketing team. We were to design brands, products, and tools into one user-friendly platform.

User-friendly digital experiences

We redesigned the company's web pages to be more clear and easy to use. A modular design system, based on user research, was the foundation. Ensuring a highly usable digital ecosystem that customers recognise and trust.



Form name

Fill in this form and we'll get back to you via email, generally within 2 working days, to plan a meeting date and time that suits you.

first and last name

email address

so we can send you a confirmation email

phone number

so we can notify you of our upcoming meeting

+45

profession

Select...

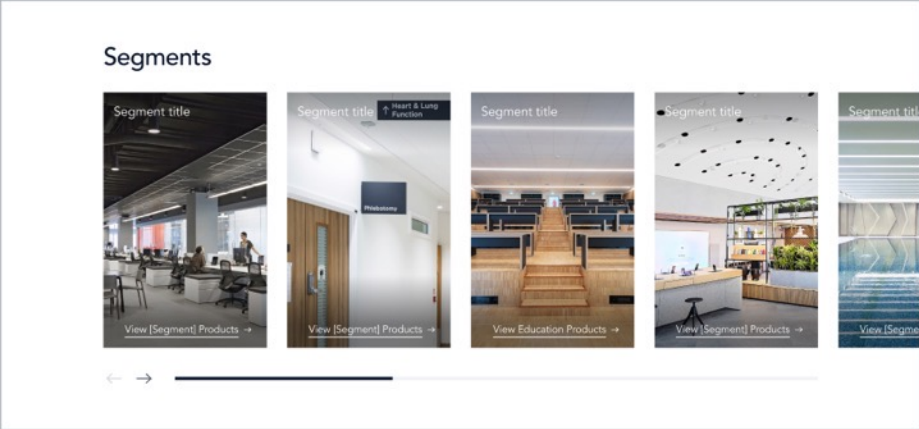
notes (optional)

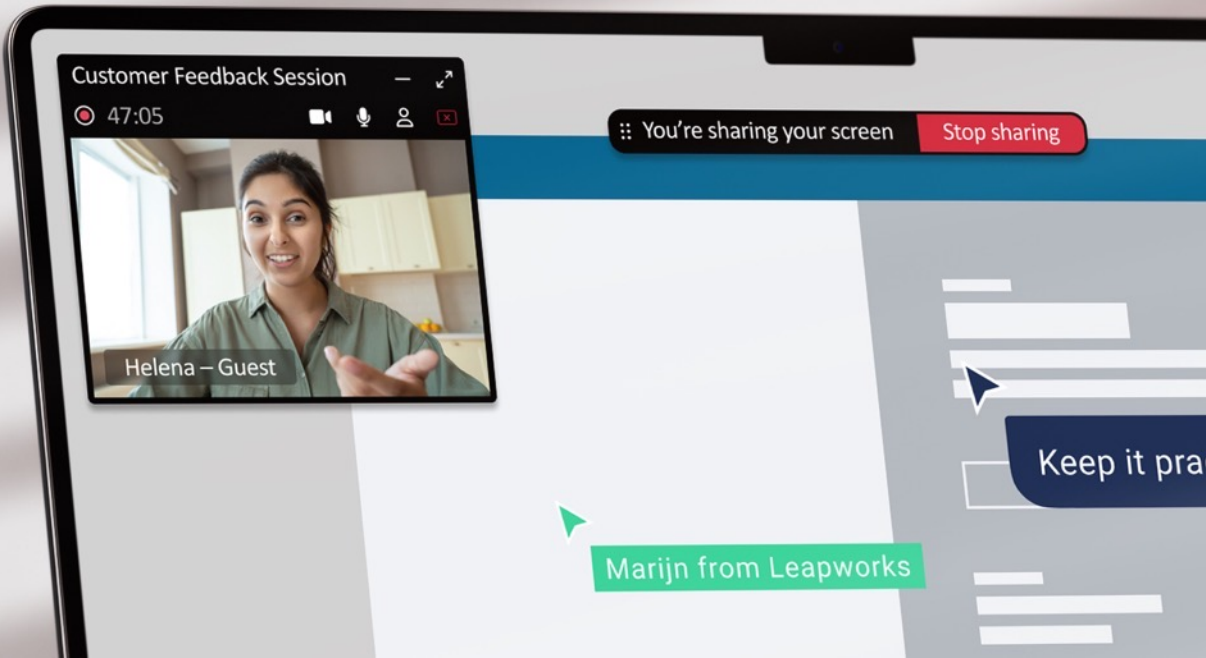
If there's anything you'd like to tell us beforehand, so we can prepare the meeting, feel free to leave a note.

☐ A multi-select checkbox

Submit Form

Objection blocker.





◇ case study component </> ready for developer

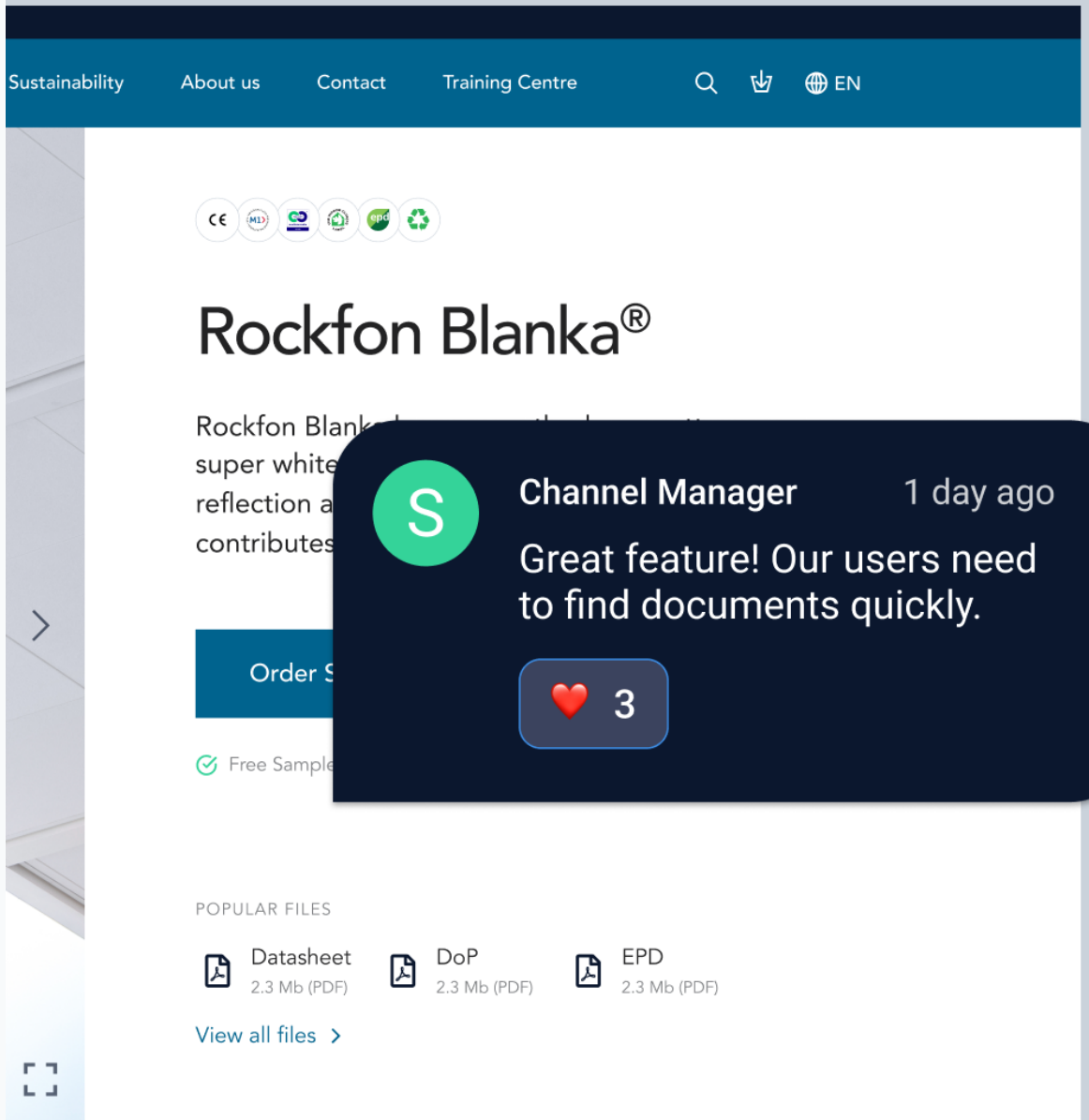
vertical-padding-medium

Case studies with {{Product}}

spacing-xsmall

160px

Developer



Rockfon Blanka®

Rockfon Blanka is a... super white... reflection a... contributes



Channel Manager

1 day ago

Great feature! Our users need to find documents quickly.



Order Sample

Free Sample

POPULAR FILES

 Datasheet
2.3 Mb (PDF)

 DoP
2.3 Mb (PDF)

 EPD
2.3 Mb (PDF)

[View all files >](#)

Applications

Files

Installation

Buy and support

Rockfon

Products Inspiration Resources Sustainability Contact

EN MyRockfon

Breadcrumb > Current page

Adopt a circular mindset with us.

Our solutions give every end a new beginning.

Download Sustainability Report 2026

Read More

Circularity guides everything we do – shrinking our footprint on the planet while improving outcomes for people.

Performance & sustainability

Designed for modularity to reduce waste, our products improve well-being for the lifetime of a building.

Global climate targets

Our transition to electric melting and clean energy means that you benefit from reductions in embodied carbon.

Circular construction

As a pioneer in closed-loop recycling and direct reuse, we help you demonstrate your commitment to circular construction.

Circular mindset for our products

We design modular and demountable solutions to facilitate recycling and reuse, and we offer low-carbon products to support your climate targets.

The sound absorption and non-combustible nature of stone wool means you never compromise on performance.

About Our Circular Products



Circular mindset for our operations

Rockfon

Products Inspiration Resources Sustainability Contact

EN MyRockfon

Creating a world that sounds good to everyone

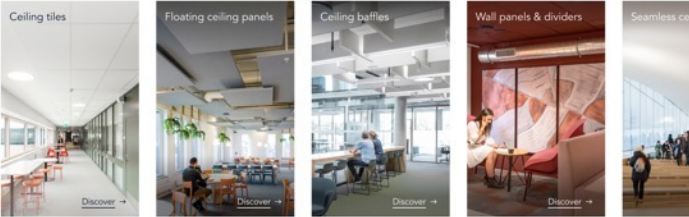
Our acoustic solutions are supporting well-being in the spaces people live, work, and learn.

View All Solutions

Talk To A Specialist

Discover our acoustic solutions

View All Solutions >



Popular solutions

View All Solutions >



Noise control doesn't just bring calm to interior spaces – it helps people focus, connect, learn, and rest. Backed by decades of expertise, our versatile portfolio of acoustic solutions supports spaces where people feel their best.

Sounds Beautiful.

View All Products >

Adopt a circular mindset

Rockfon

Products Inspiration Resources Sustainability Contact

EN MyRockfon

Sound meets sculpture at Stockholm City Station

How an artist turned a bustling metro into a calm, fabric-like space using Rockfon Mono Acoustic

Stockholm City station, connecting all metro lines to the city above. Karin Lindh's ceiling design is visible from the moment you step inside.

Transforming a metro hub

Every day, 125,000 people pass through Stockholm City station. It's one of the busiest transit hubs in Sweden. Connecting all metro lines, the central station, and the city above. When in 2017, the station underwent major refurbishment, the ambition went beyond infrastructure.

Stockholm has a long tradition of public art in its metro stations. This one would be no different. Through an open competition, artist Karin Lindh was selected to create a ceiling installation for the 200m² mezzanine.

Her vision was clear. But pulling it off was another matter entirely.

A vision without a fitting material

The mezzanine, the open intermediate floor connecting the station entrance to the platforms below, needed a striking installation. With so many daily commuters, the acoustic performance of the space was non-negotiable. Hard underground surfaces (concrete, stone, glass), reflect and amplify sound. In a busy transit hub, that generates noise which makes an already stressful environment feel worse.

Lindh drew inspiration from Bernini, the Italian baroque sculptor known for bringing movement and light into stone, and the way he worked with architecture and form. She wanted something similar, but crisper and less baroque: A rippling, pleated surface that drapes across the ceiling like fabric caught mid-movement.

Beautiful in theory. Technically demanding in practice. Because the project's material had to do two things at once: hold a sculptural form, and perform well acoustically. Finding something that could do both wasn't straightforward. So what material could actually deliver that?

Project info

Project name

Stockholm City station

Location

Stockholm, Sweden

Architect

Ahlqvist & Almquist architects

Installation

TS Acoustic

Photography

Ola Sterling

Downloads

Stockholm City Sta... Download

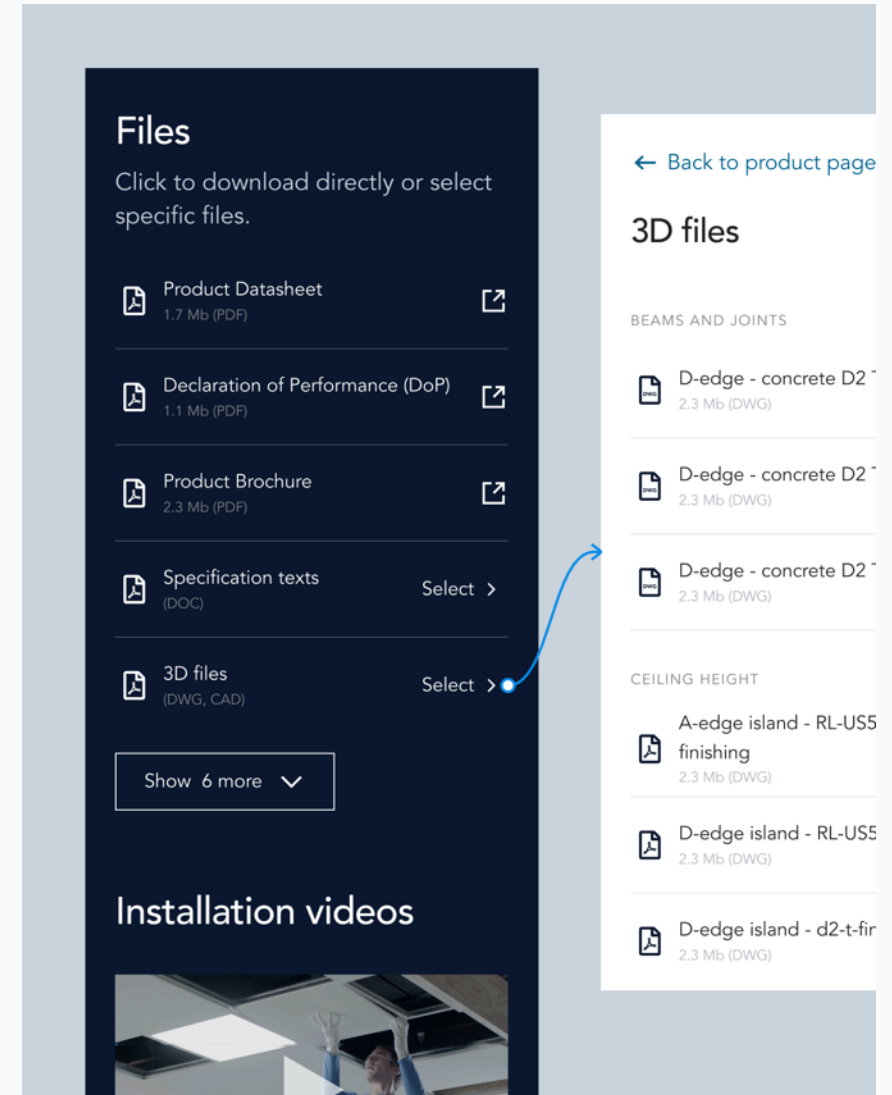
Products used

Rockfon Mono Acoustic View >

The impact of Rockfon's web redesign

This project shows the value of combining user insight, UX leadership, content strategy, and most of all, a close collaboration between internal teams and external partners.

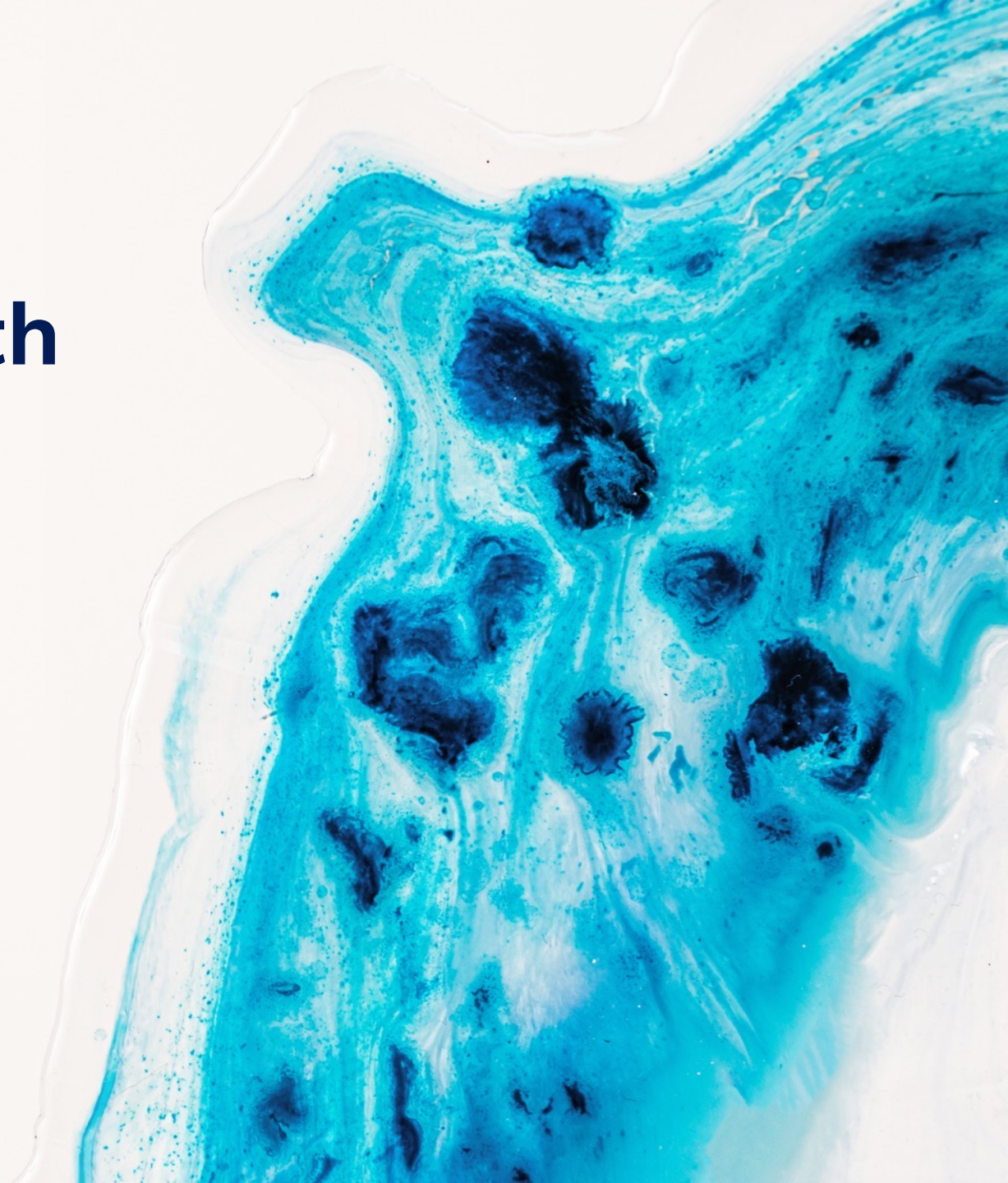
- A redesign shaped by user insights and real expertise.
- A scalable design framework, consistent and on-brand.
- Collaboration that kept teams focused, and confident



Branding, Content, Customer discovery

Simplifying Oral Health Science for a Startup

How we turned medical science into consumer claims and campaigns.



case study | Elemental

Reimagining Natural Oral Care

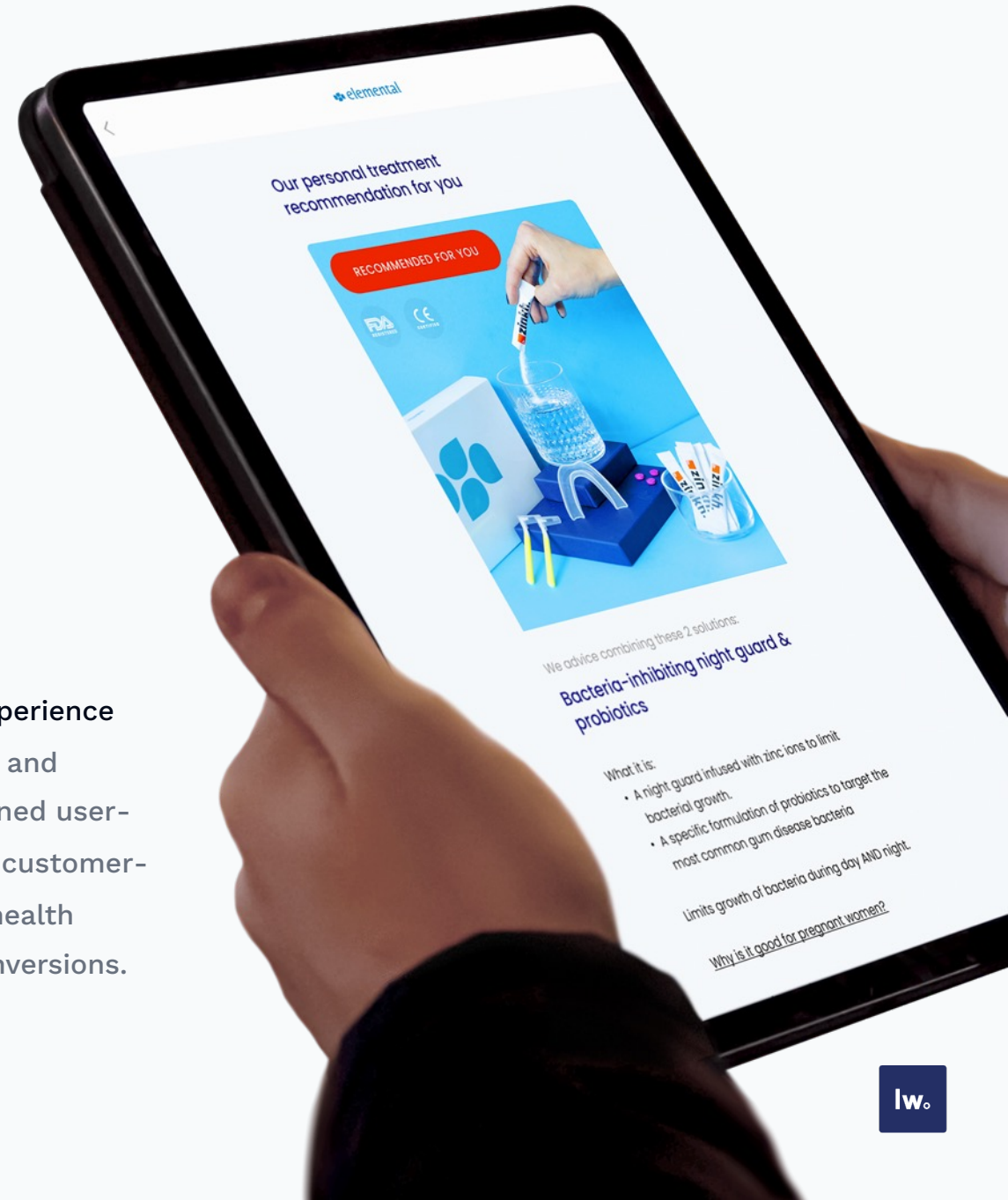
Elemental is a dental healthcare startup improving oral and gut health through natural, bacteria-based solutions rooted in medical science. Trying to get funded through conversion based performance.

Turning Complexity into Comfort

Customers found microorganisms vague and intimidating. They needed friendly branding and simple communication to engage their audience and secure investment.

Crafting a Friendly Brand Experience

We created soothing visuals and abstract photography, designed user-friendly UI, and wrote clear, customer-focused copy to make oral health approachable and boost conversions.





Win the Oral Care Kit!

2 incredible solutions
to prevent bacteria
from growing.

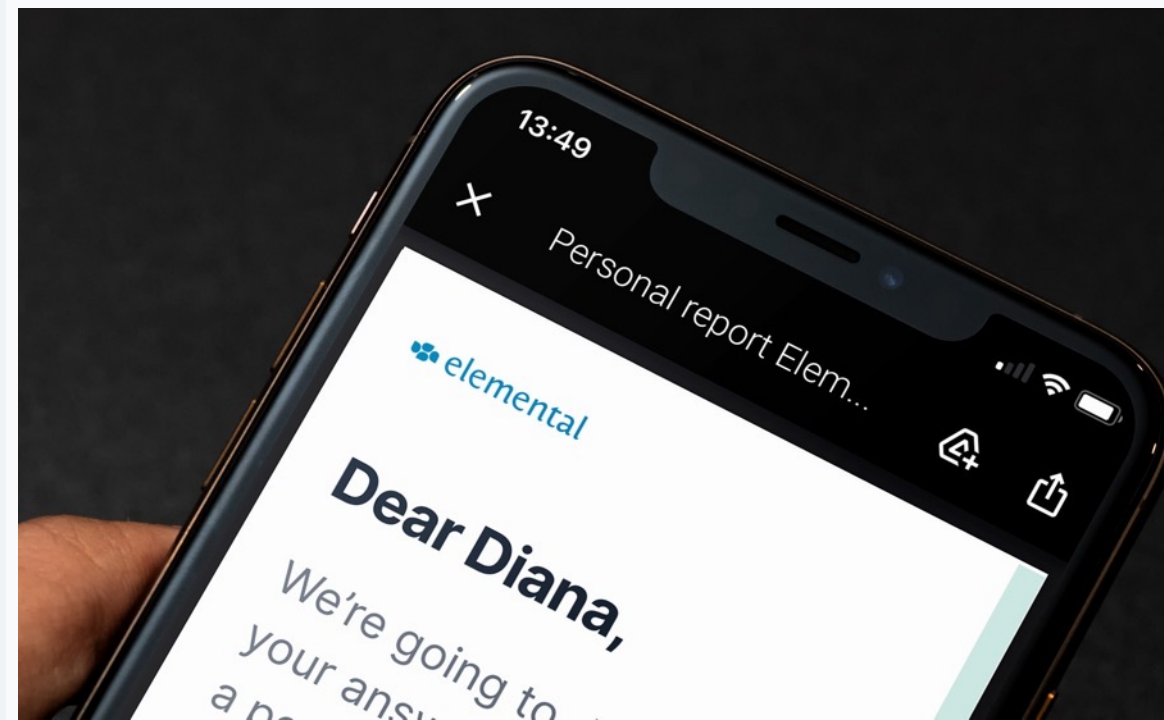
THE DAY

PREVENTS GROWTH AT NIGHT



Bacteria-inhibiting nightguard

Infused with zinc, bacteria cannot grow on this nightguard. So wearing this while you sleep, prevents bacteria from growing.



elemental

Get rid
of bad
breath
for good.



elemental

*Prevent oral
health issues
when pregnant.*

Win the Oral Care Kit!



elemental

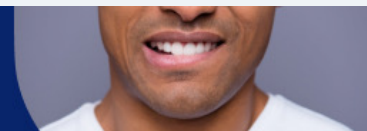
*Prevent oral health
issues when pregnant.*

Win the Oral Care Kit Now!



elemental

Get rid of bad breath for good.



elemental

*Win a free 14-day oral
care kit worth €199!*

Win the Oral Care Kit Now!





Biomedical branding: From Intimidation to Engagement

Working closely with the founders, and by understanding the team's values and ambitions, we transformed complex microbiome science into friendly engaging content ad campaigns, leading to:

- Visual branding to changing customer perception
- Simplified scientific concepts into easy-to-understand messages
- Increased lead generation to secure next investment round



**"This is the best investment we've made
in our branding since we've started!"**



Shane de Vreese
CEO & Co founder at Elemental

Our clients

clients

We work with international manufacturers, from corporates like Philips and ROCKWOOL to ambitious startups. Companies with broad portfolios, active in multiple countries, serving very different audiences at once.

Our clients are typically bridging the gap from corporate strategy to digital execution. That's where we come in.

We embed in project teams within marketing and innovation departments, working alongside digital marketers, communications teams, and R&D. We usually report to Marketing Directors, Heads of R&D, or project managers.



Contact

contact us

Get in touch

In order to schedule
a meeting



marijndesmit@leapworks.design

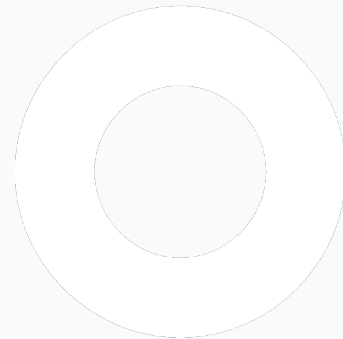
Mail directly for new business, general info.

Or visit our website

www.leapworks.design

Based in Amsterdam City Center
Weesperstraat 111, 1018VN
Amsterdam, Netherlands

**Work smarter in the
digital landscape. And
do more with less.**





© 2026 Leapworks B.V. All rights reserved.

Weesperstraat 111, 1018 VN Amsterdam | KvK 42000295
marijndesmit@leapworks.design | www.leapworks.design