Sr. Product Designer



I'm Yannick, a **Senior Product Designer** with 12 years in digital design, focused on B2B SaaS and AI-powered workflows.

FIGMA CLAUDE

CORE SKILLS

PRODUCT DESIGN | UX RESEARCH | PROTOTYPING | DESIGN SYSTEMS | AI PRODUCT UX

Education

Specialised in user interface and user experience design.

2019 BSc Communications & Multimedia Design
Hanzehogeschool, Groningen, The Netherlands

Skills

Languages Dutch (native), English (fluent)

Methods User research, wireframing, prototyping, design systems, usability testing, accessibility (WCAG)

Tools Figma, Adobe Suite, Sketch

AI Claude Code, Claude Design

References

Marc Lonsain Product owner Bconnect Live Chat

Marie Sumner Owner GUILD Marketing

Chris Walker Owner Retaliate1st

Experience

Freelance Sr. Product Designer · Yannick Studio
2016 – present · Remote, working with clients across Europe

Qlink Software
2026
Enterprise SaaS platform
Lead product design
Redesigned the QBase & HappySurvey platform, incl. a step-by-step registration flow with an optional AI chat mode.

Bconnect
2021 - 2024
AI live-chat software
Lead product design
Redesigned agent workflows for AI integration, simplifying complex, multi-step interfaces.

Knguru
2025 - current
Design & development agency
Product design · apps & websites
Design partner on high-end mobile apps and websites, from concept to development.

GUILD Marketing
2023 - 2026
Marketing agency
Lead web design · white-label
White-label design partner, leading website design for the agency's high-value clients.

Retaliate1st
2022 - 2025
Marketing agency
Lead web design · white-label
Designed websites and web applications for clients across multiple industries.

Tollvignettes
2023 - 2024
eCommerce
Lead web design
Redesigned the website and user flows to improve sales and usability.

Yannick.

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