

CV

# SANDER CROMBACH



**Hi, I'm Sander Crombach. A freelance senior UX & UI Designer, Product & Software Designer, Design Architect & Design Lead**

With popular technology trends, such as AI and machine learning - which are based on routine and automation - I believe in designing digital products that people truly love and trust: emotionally engaging, human-centred, transparent, with optimized security, and where users have more meaningful control over their privacy. Serving the needs of humans online will become more relevant than ever.

Over the past years, I have engaged in 13 significant (re)design projects involving websites and apps, including projects like uva.nl and evbox.com. Additionally, I have designed 9 design systems from the ground up and collaborated in 6 existing design systems.

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# Sander Crombach

## WORK EXPERIENCE

### **Sander Crombach** – *Freelance senior UX & UI designer, Product Designer, Design Architect and Design Lead*

Apr 2015 – Present (8 yrs mos)

Specialising in:

- Designing prototypes, websites, apps, and design (token) systems;
- UX, UI, interaction, visual & service design (user flows, information architecture, wire-framing, accessibility);
- Facilitating User Tests to gain insights;
- Facilitating Design Sprints and other workshop methods;
- Applying design thinking, lean startup, growth hacking, and agile scrum methodologies;
- Managing stakeholders, digital strategies, leading teams, mentoring fellow designers, and providing art and UX direction;

My professional journey includes roles at **Zalando SE** (in Berlin), **Booking.com**, **Vodafone Group** (in London), **University of Amsterdam**, **Commune Hotels & Resorts** (in Bali), **T-Mobile**, **EVBox**, **Yamaha**, **W Hotels & Resorts**, **Eye Film Institute**, **City of Amsterdam**, **Royal FloraHolland**, **Greenchoice**, **ING**, **EuroParcs** and many more.

Collaborated with creative and digital agencies such as **Chunk**, **Bravoure**, **INDG**, **Fabrique**, **IceMobile**, **TBWA-X**, **ACNE**, **Vandejong**, **Qikker Online**, **Motorrr**, **BrandLoyalty**, **0930** and **Floyd & Hamilton**.

Worked as a freelancer for the following startups, commercial brands, and institutes (ordered by date):

#### **Booking.com** *hired as a freelancer*

October 2023 – Present • Amsterdam

- Enhancing the user experience for world's leader in online travel, with millions of daily visitors;

#### **Hegg Energy (The Sharing Group)** *hired as a freelancer*

May 2023 – September 2023 (5 mos) • Amsterdam/Bunnik

- Designed a brand new IoT iOS and Android app;
- Designed a customer journey to outline the user's journeys;
- Designed a brand new design system;
- Used tools like Figma, Adobe Photoshop and Adobe Illustrator;

## EDUCATION

### Bachelor Degree in Visual Communication

Fontys Hogescholen

2002 – 2006

### **Communication & Multimedia Design**

Hogeschool Zuyd (Maastricht, Heerlen, Sittard)

2000 – 2002

### **Completed courses**

- Founder Institute, class of 2020
- Dynamic Brand Identity
- HTML + CSS
- Merk Stuur Ontwerp (brand design)
- Agile scrum training

### **AWARDS & RECOGNITIONS**

- 4th place in the Svelte Hackathon (2023)
- #5 Product of the Week on Product Hunt – Category AI (2023)
- FI 50: Fastest Growing Companies in the EMEA Region (2022)
- Nominated for the Blue Tulip Awards by Accenture (2021);
- #5 in top 5 most upvoted products on Product Hunt in 2020 (2020);
- Made it to the Y Combinator Interview round (2020);
- #1 Product of the Day, #1 Product of the Week, #2 Product of the Month on Product Hunt (2020);
- Twice featured on Unsplash (2019)
- Finalist, category 'Professional Identity' – Hiiibrand Awards (2017);
- Silver Award – International Visual Identity Awards (2016)
- One of two winners in a pitch with 11 participants for designing a new app called WeMarket (by WeTransfer) (2017)
- Won multiple pitches for the agencies Fabrique and Lucas & Mallee, and as a freelancer for University of Amsterdam;
- Featured in Editorial Design Behance (2014)
- Magazine 'Sjel' Book Of The Week Voetbal International (2012);
- Best podium website 013 Popcentre, Agendainfo Award (2009)
- Best podium website 013 Popcentre, Agendainfo Award (2008)
- Winner Jongehonden pitch (2005)

## **EVBox** *hired as a freelancer*

Dec 2022 – April 2023 (5 mos) • Amsterdam

- Redesigned the .com (dot com) website of EVBox (launched end of April 2023);
- Designed a brand new design system from scratch and implementing 'design tokens' into this new Design System;
- Designed a customer journey map to outline the user's journeys;
- Joined and collaborated with an international team where we met twice a week in their HQ to work together;
- Gave presentations to stakeholders;
- Guided a junior designer throughout this project as a design lead;
- Joined the two-weekly agile sprint cycle and cooperating with the development team on a daily basis;
- Used tools like Figma, Zeroheight, Adobe Photoshop, Adobe Illustrator;
- Was chosen out of 150 resumes to work on this project;

## **Restocks** *hired as a freelancer*

Jul 2021 – Jan 2023 (1 yr 7 mos) • Amsterdam/Breda

- Designed a brand new Android app, iOS app, responsive website, and online magazine;
- Created and designed a brand new design system;
- Designed a customer journey map to outline the user's journeys;
- Joined and collaborated with an international team;
- Gave presentations to stakeholders;
- Worked in sprints and cooperating with the development team on a daily basis;
- Used tools like Figma, Jira, Confluence, Zeroheight, Storybook, Adobe Photoshop, and Adobe Illustrator;
- Was part of their Agile scrum team;

## **Anytime** *hired as a freelancer by agency Fabrique*

Apr – Jul 2021 (4 mos) • Amsterdam

- Was part of the team that redesigned their responsive website (UX, UI, interaction, and visual design);
- Joined and collaborated with an international team;
- Gave presentations to stakeholders;
- Used tools like Figma, Adobe Photoshop, and Adobe Illustrator;

## **EuroParcs** *hired as a freelancer by agency Fabrique*

May – Jun 2021 (2 mos) • Amsterdam

- Was part of the team that designed the new responsive website (UX, UI, interaction, and visual design);
- Was part of their Agile scrum team;

## **TALKS & WORKSHOPS**

- Talk – Namahn: The ideas mating season (online digital talk) (Brussels)
- Public pitch presentation – Founder Institute – Graduation show (Amsterdam)
- Talk – Food 'n Design: The Future of Usability Testing; Emotion-driven by Neurofeedback (@ Saxum & Godo - part of Makerstreet) (Amsterdam)
- Talk – Floyd & Hamilton, Digital Agency (Amsterdam)
- Interview – Adobe Live Sessions @ Awwwards Conference (Amsterdam)
- Talk – UX Crunch Amsterdam: The Future of Usability Testing; Emotion-driven by Neurofeedback (Amsterdam)
- Talk – Chunk Creative Agency (Amsterdam)
- Talk – The Master Workshop: From User Experience to Design-driven Business Innovation (full-day workshop) (Amsterdam)
- Workshop – Two-day ideation workshop at IKEA (Malmö)
- Workshop – University of Amsterdam: 'Step Into Your Customers' Shoes' (Amsterdam)
- Workshop – Zalando SE (Berlin)

- Gave presentations to stakeholders;
- Co-created a brand new design system;
- Used tools like Figma, Adobe Photoshop, and Adobe Illustrator;

### **Cliq** *hired as a freelancer by agency Bravoure*

May – Jun 2021 (2 mos) • Amsterdam

- Designing a new responsive website for this video-on-demand platform (UX, UI, interaction, and visual design);
- Used tools like Figma, Adobe Photoshop, and Adobe Illustrator;

### **Verdify / Swapmeals** *hired as a freelancer*

Oct 2020 – Jun 2021 (9 mos) • Amsterdam/Wageningen

- Designed the new responsive website swapmeals.com and the new Verdify web app;
- Designed a customer journey map to outline the user's journeys;
- Joined and collaborated with an international team;
- Was part of their Agile scrum team and collaborated with product owners and front-end backend developers;
- Gave presentations to stakeholders;
- Used tools like Figma, Miro, Lookback, and Adobe Photoshop;

### **City of Amsterdam** *hired as a freelancer*

Jan 2020 – Jun 2021 (1 yr 6 mos) • Amsterdam

- Participated as a UX expert in Design Sprints;
- Designed a new platform for better collaboration between the city and companies in the emobility space;
- Designed a customer journey map to outline the user's journeys;
- Gave presentations to stakeholders;
- Used tools like Figma, Miro, Lookback, and Adobe Photoshop;

### **TAPP** *hired as a freelancer*

Mar – Apr 2021 (2 mos) • Amsterdam

- Designed a prototype to test with customers;
- Facilitated a user test to validate new UX ideas;
- Created a brand new Design System;
- Used tools like Figma, Miro, Lookback,, and Adobe Photoshop;

### **Aion** *hired as a freelancer by TBWA-X*

Nov 2020 (1 mo) • Amsterdam

- Improved the main responsive website;
- Used tools like Figma, Miro, Lookback,, and Adobe Photoshop;

## **RECOMMENDATIONS**

### **Alex Vikner**

Product Owner EVBox

Sander joined our team to lead the redesign our main websites for EVBox's first major rebrand. It was a daunting project on a very short timeline but with Sander's help we made it work on time. From the start, Sander was very quickly able to understand the core structures of the website, map everything out and work out a design direction. Under his guidance we built a new design system with design tokens, optimized our entire Figma setup and then redesigned the key pages. Sander took the lead in iterating on different design versions with various stakeholders across departments and built a custom component library for our CMS. The team and I really appreciated his proactiveness which allowed us to exceed the initial scope and redesign some of our key subdomains as well. Next to being an excellent customer-centric designer, Sander cares deeply about delivering top quality work and was able to support with design QA and ensure high standards end to end. Additionally, he provided great guidance for our junior designer, brought a lot of insights to the team and collaborated extremely well with everyone involved across the company. Most importantly, Sander was a great colleague, fun to work with, and a wonderful addition to the EVBox team. I'm looking forward to work together again in the future!

### **Serena Toto**

Product Owner Validaide

Sander held a 2 days workshop on UX, and it was an exceptional learning experience. Throughout the workshop, he demonstrated a deep understanding of the UX design process and shared valuable insights into the latest industry trends and best practices. His

## **Azbuka Vkusa** *hired as a freelancer by IceMobile*

May – Sep 2020 (5 mos) • Amsterdam

- I was part of the team that designed the new mobile app of the Russian supermarket Azbuka Vkusa (UX, UI, interaction, and visual design);
- I was part of their Agile scrum team;
- Collaborated with Russian UI colleagues;
- Creating a brand new design system;
- Created iOS and Android components;
- Joined and collaborated with an international team;
- Hired by design agency IceMobile – part of BrandLoyalty;
- Used tools like Figma, Adobe Photoshop, and Adobe Illustrator;

## **Amsterdam Smart City** *hired as a freelancer*

Mar – Jul 2020 (5 mos) • Amsterdam

- Redesigned their online community platform (information architecture, flows, and user interface);
- Restructured the Information Architecture of their website;
- Created a prototype to be able to perform user tests;
- Designed a customer journey map to outline the user's journeys;
- Facilitated a user test to validate new UX ideas;
- Gave presentations to stakeholders;
- Created a brand new design system;
- Gathered and analysed data;
- Used tools like Figma, Adobe Photoshop, and Adobe Illustrator;

## **Crowdbutching / Grutto** *hired as a freelancer*

Jan – Jun 2020 (5 mos) • Amsterdam

- Combined multiple websites into one by redesigning information architecture and redesigning their webshop;
- Applied their mission in new unique designed UX;
- Created a brand new design system;
- Designed multiple prototypes;
- Designed a customer journey map to outline the user's journeys;
- Gave presentations to stakeholders;
- Facilitated user tests;
- Used tools like Figma and Lookback;

## **Vodafone Group** *hired as a freelancer by agency Chunk*

May – Dec 2019 (8 mos) • London/Berlin/Dusseldorf

- Worked in Consumer IoT; I had the unique possibility to design a new app to onboard and control your smart home devices for a Fortune 500 company;
- UX, UI, interaction, service design, information architecture, wireframing, and prototyping;

ability to explain complex concepts in a clear and concise manner made the workshop accessible to attendees with varying levels of experience. What impressed me most about Sander was their passion for creating user-centric design solutions. Would definitely work with him again.

## **Andrei Abraztsou**

Product Owner Vodafone

Sander worked as product designer, user-experience and UI designer in the V by Vodafone app development team where I was the responsible product owner of the smart home section. Sander demonstrated excellent design skills and strong affinity to user-centric design in particular when creating the new onboarding flow for the products and the smarthome experiences which are resilient, understandable and appealing even for smart home newbies. With his guidance, hard work, creativity and productivity in a short time we were able to create the concept of the new smart home experience in the VbV app, set up the prototyping and user-testing of product increments following the phases of the design thinking approach. Sander actively engaged himself in the daily cross-functional team collaboration following the SCRUM process and supporting the developers with GUI resources and other team members with product design advice. Sander's motivation and friendly working style were well-acclaimed and highly appreciated by all team members including myself, therefore I can surely recommend Sander for any challenging project in the digital space.

## **Fabian Valkenberg**

Creative Director at Qikker Online

Sander and the rest of the team worked together on the next iteration of the Greenchoice

- Designed a customer journey map to outline the user's journeys;
- Joined and collaborated with an international team;
- Gave presentations to stakeholders;
- Collaborated with UX designers and product managers from Samsung (in South Korea) and Vodafone (in Germany and UK);
- Was part of their Agile scrum team and collaborated with their squads, tribes, and guilds at in-house agency Crvsh in Berlin;
- Hired by creative agency Chunk, and worked closely with agencies Crvsh and Novoda;
- Used tools like Figma, Sketch, Invision, Jira, Asana, Adobe Photoshop, Adobe Illustrator, Whimsical, Miro, Lookback, Jira, Confluence, and Trello;

### **Braingineers** *hired as a freelancer*

Jul – Nov 2019 (5 mos) • Amsterdam

- Designed a 2.0 version of their emotion-driven user testing web tool 'Brainpeek' (UX, UI, interaction and visual design);
- Created a brand new design system;
- Designed a customer journey map to outline the user's journeys;
- Gathered and analysed data;
- Collaborated with product owners and front-end backend developers of Braingineers;
- Used tools like Figma, Adobe Photoshop, and Trello;

### **Floyd & Hamilton** *hired as a freelancer*

May 2019 (1 mo) • Amsterdam

- Designed a prototype and several employer branding journey maps for one of their clients (UX, UI, interaction and visual design);
- Redesigned their own visual identity and designed presentation and quotation templates;
- Used tools like Sketch, Invision, Adobe Photoshop, Adobe Illustrator, and Adobe Premiere;

### **Greenchoice** *hired as a freelancer by agency Qikker Online*

Feb – Mar 2019 (2 mos) • Amsterdam/Rotterdam

- Redesigned the Greenchoice app (UX, UI, interaction and visual design);
- Expanded and modernized their current visual design system;
- Designed a customer journey map to outline the user's journeys;
- Facilitated a usability test to test a prototype I designed;
- Collaborated with interaction and visual designers of digital agency Qikker Online;
- Used tools like Figma, Sketch, Invision, and Adobe Photoshop;

customer app. A complex challenge because of the wishes and the legacy that is inherent in a big project like this. As a digital woodworker he kept chipping and carving at the concept and UX until the core was reached. This was the groundwork for which we could continue building upon with the test of the team. He approached this challenge with the right attitude, open positive and professionally. Personally I enjoyed the talks about the product but also the process that we had during our collaboration.

### **Franklin de Bekker**

**Independent Strategic Design Lead, Creative Leadership, Coach**

Sander facilitated a workshop to brainstorm about the value proposition of our agency. He did a good job facilitating a dialogue about who we are and who we want to be in the future exploring new business models and services.

### **Mendel Stecher**

**Managing online communications of the University of Amsterdam**

Sander is a great guy to work with. He's very thorough in his approach, oversees complex matter in an enthusiastic way and he fits perfectly into our team. His preferred way of working is close (on premises) with his customers, which ensures direct and quick communication. He's a determined, outspoken designer, with a great sense of humor and a keen eye for the latest developments. He brought a new way of thinking to the UvA, and I for one am glad to have had the pleasure to work with him on [www.uva.nl](http://www.uva.nl) and all our subsites.

### **Artur Mkrtchyan**

**CTO/CPO at Collabary by Zalando**

Sander is one of the most talented, productive and highly collaborative designers I've ever worked with. He always considers all the business

## **Eye Film Institute** *hired as a freelancer*

Sep 2018 – Jan 2019 (5 mos) • Amsterdam

- Created designs for their new responsive website (UX, UI,
- Set up a new design system;
- Gathered and analyzed data;
- Facilitated workshops and gave presentations to stakeholders;
- Used tools like Figma, Sketch, Invision, Adobe Photoshop, Asana;
- Was part of their Agile scrum team;

## **WeMarket** (part-time hired as a freelancer)

Jun + Dec 2017 + Sep 2018 • Amsterdam

- 1 of 2 winners in a pitch with 11 participants for designing a new app called WeMarket (created by Bas Beerens from WeTransfer);
- Designed several prototypes in 2017 and 2018 for this new app (UX, UI, interaction and visual design);
- Used tools like Sketch, Invision, Adobe Photoshop, and Adobe Illustrator;

## **Centraal Beheer** (part-time hired as a freelancer by agency Aiden)

June 2018 • Utrecht

- Redesigned their app;
- Expanded and modernized their current design system;
- Gathered and analyzed data;
- Collaborated with designers and developers of agency Aiden;
- Used tools like Sketch, Invision, Zeplin, and Adobe Photoshop;

## **University of Amsterdam** (full-time hired as a freelancer)

Dec 2017 – Aug 2018 (9 mos) • Amsterdam

- Won a pitch for the University of Amsterdam against three big design agencies and was hired by the UvA to design their new website (UX, UI, interaction and visual design);
- Designed a design system and gathered and analyzed data;
- Facilitated several usability tests with the target audience with prototypes I designed;
- Facilitated several workshops and gave multiple presentations to stakeholders;
- Facilitated a 'user-centric' workshop for over 30 employees to make them understand design thinking and show them how their target audience thinks;
- Helped them digitally transform the institute by implementing design thinking methods;
- Used tools like Sketch, Invision, Zeplin, Adobe Photoshop, Adobe Premiere, Adobe Illustrator, Adobe Indesign, Jira, Trello;
- Was part of their Agile scrum team;

requirements and strives for a design that helps the business reach its goals and at the same time creates a great experience for end users. Sander is great at what he does, and I hope to have the pleasure of working with him again!

## **Frank Rosenhart**

Co-Founder at Chunk Network

We worked with Sander on a very chaotic telecom project. But what Sander did was create order within chaos, through his ability to visualize and simplify ideas and vision. I would definitely work with him again.

## **Paul Verduin**

Digitale Strategy, e-Commerce and Product Owner

Together with Sander we created a vision for the digital sales touch points for T-Mobile Thuis for 2018. This was a UX innovation project where we defined an optimal and progressive user experience framework for when a customer is orienting/shopping for a fixed telecom package. Sander combines interaction & visual design to create prototypes that we can use to inspire and trigger discussions with internal stakeholders. He also produced click-demos which we tested with our neuro-usability tooling, with very compelling outcomes. So if you want to work with someone who can disrupt your technical landscape and helps to inspire your organization, Sander is your guy.

## **Michiel Huitema**

Segment Director / Digital Transformation

Sander did an outstanding job for the Chamber of Commerce in the Netherlands in creating beautiful user-friendly UX for the customers but was also able to explain internally what it takes to create digital products. Besides as an external designer he brought a lot of expertise and brought the other designers to a higher level. In the

## City of Amsterdam (part-time hired as a freelancer)

Mar 2018 – Apr 2018 • Amsterdam

- Resigned a click demo (prototype) for the innovation-lab of the City of Amsterdam, to present to the Secretary of State of the Netherlands, to change the way startups can get online support from the government;
- Used tools like Sketch and Invision;

## T-Mobile (full-time hired as a freelancer by agency Motorrr)

Nov 2017 + Sep 2017 + Mar – Apr 2017 (4 months) • Amsterdam

- Designed a prototype (mobile website) for T-Mobile Thuis, to define their strategy proposition for 2018;
- Designed a brand new sales funnel (responsive website) for T-Mobile Thuis (UX, UI, interaction and visual design);
- Expanded and modernized their current design system;
- Gave presentations to stakeholders;
- Gathered and analyzed data;
- Collaborated with designers of digital agency Motorrr;
- Used tools like Sketch, Invision, and Adobe Photoshop;

## Zalando SE (full-time hired as a freelancer)

Oct 2017 • Berlin

- Worked at the Zalando HQ for a startup called Collabary;
- Analyzed and reviewed the existing UX of their online desktop webtool and (separate) mobile app;
- Redesigned their online desktop webtool and app (UX, UI, interaction and visual design);
- Designed user flow and design library optimizations;
- Expanded and modernized their current design system;
- Gave multiple presentations to stakeholders;
- Gathered and analyzed data;
- Used tools like Sketch, Invision, and Adobe Photoshop;
- Collaborated with their agile scrum team;

## Royal FloraHolland (part-time hired as a freelancer by Vandejong)

Aug 2017 • Amsterdam

- Redesigned online magazine (responsive website) 'Let it grow' (UX, UI, interaction and visual design), which was a startup of Royal FloraHolland;
- Facilitated branding strategy workshops for Vandejong, to help define their value proposition;
- Gave multiple presentations to stakeholders;
- Gathered and analyzed data;
- Collaborated with designers of creative agency Vandejong;
- Used tools like Sketch, Invision, and Adobe Photoshop;

end, he had a substantial influence in the digital transformation process of the Chamber of Commerce. But above all Sander is a really nice guy to have in your team. He brings good spirit and business skills. This combination makes him added value to every company. I would, therefore, like to recommend Sander.

## Alonzo Kaya

Group Director Digital & E-commerce at Two Roads Hospitality

Sander is a young dynamic and smart UI designer who's willing to push his work and client to the next level! He's never in a slightest hesitate to take the challenge to make a new concept that is unique and functional. Happy to have worked with him!

## Astrid Jacobs

Studio Director and Strategist at Fabrique

Sander is a passionate and intelligent designer who wants to bring each project to the next level, from the first idea to the last pixel. He is a true pitch-tiger. His enthusiasm and passion for design make him an appreciated team member.

## Hans Leijdekkers

Creative Director at Fabrique [brands, design & interaction]

The first time I stepped into the wonderful office of Fabrique, I was struck by Sander's forthcoming charm and curiosity. With big enthusiasm he introduced me to the projects he was working on at the time. I got to know Sander as a very skilful, conceptual designer with a big love for work on complex projects. As an art director he has been able to lead the teams through tight deadlines without compromising on quality. Sander thrives for the perfect solution and is dedicated to get the most out of a project. I would recommend Sander for every team or agency

### **Boldking** (part-time hired as a freelancer)

Jul 2017 • Amsterdam

- Designed a flowchart of the entire online sales flow;
- Designed a chatbot app prototype;
- Used tools like Sketch, Invision, Adobe Photoshop + Illustrator;

### **Chamber of Commerce** (full-time hired as a freelancer by Ebrella)

Oct 2016 – Jul 2017 • Utrecht

- Designed the most successful web app in the history of the Chamber of Commerce, called 'Krachtmeting' (UX, UI, interaction and visual design);
- Designed an AI machine learning prototype, called 'SIA';
- Facilitated multiple usability tests to test prototypes;
- Gave multiple presentations to stakeholders;
- Expanded and modernized their current design system;
- Gathered and analyzed data;
- Used tools like Sketch, Invision, Zeplin, Adobe Photoshop, Adobe Illustrator, Trello, Jira;
- Was part of their Agile scrum team;

### **DLL** (full-time hired as a freelancer by agency 0930)

Sep 2016 • Eindhoven

- Designed a responsive website called 'Working at DLL' (UX, UI, interaction and visual design);
- Gave presentations to stakeholders;
- Collaborated with interaction and visual designers of 0930;
- Used tools like Sketch, Invision, and Adobe Photoshop;
- Was part of their Agile scrum team;

### **Heijmans Vastgoed B.V.** (parttime hired as a freelancer)

Jul 2016 • Amsterdam

- Designed (visual design) two 'concept books' for two major projects of Heijmans Vastgoed B.V.;
- Used tools like Adobe Indesign, Illustrator, Photoshop;

### **Yamaha** (parttime hired as a freelancer by agency INDG)

Mar 2016 • Amsterdam

- Designed several screens (UX, UI, interaction and visual design) for a digital product of Yamaha, called 'MyGarage';
- Collaborated with interaction and designers of agency INDG;
- Used tools like Sketch, Invision, and Adobe Photoshop;

with a big ambition and room for an elegant, charming and brilliant designer/art director. requirements and strives for a design that helps the business reach its goals and at the same time creates a great experience for end users. Sander is great at what he does, and I hope to have the pleasure of working with him again!

## Fluently – Co-founder & Head of Product

Nov 2019 – Present

Fluently is an online distraction-free editor with a multilingual translator, grammar checker, and synonyms library built-in. Improve your writing in a foreign language. – [www.fluently.so](http://www.fluently.so)

## The Master Workshop – Co-founder & Creative Director

Jan 2019 – Jan 2020

Inviting inspiring speakers from all over the world teaching about AI, machine learning, empathy, and digital ethics to facilitate 8-hour long Master Workshops – [www.themasterworkshop.com](http://www.themasterworkshop.com)

## Generous – Art director, Senior UX & Visual designer

Apr 2015 – Jun 2016 (1 yr 3 mos) • Amsterdam

Developed concepts and designed branding and digital projects (UX, UI, interaction and visual design) for various brands.

- Directed and won an international pitch for a 5-star global hotel brand called Alila Hotels & Resorts, defeating design firms from Switzerland, Singapore, and Australia;
- Went to their HQ in Bali (Indonesia), to start this project and to visit this global hotel brand;
- Was Art Director of several big online projects for (global) clients, like Samvardhana Motherson Group, W Hotels & Resorts, Alila Hotels & Resorts, Ahold, and AGU;
- Worked as a visual / UX designer for more than 20 different brands;
- Worked together with numerous visual designers, frontend and backend developers;
- Used tools like Sketch, Invision, Zeplin, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Premiere, Trello, Jira;

## Fabrique – Visual (UX) designer

Oct 2013 – Mar 2015 (1 yr 6 mos) • Delft

Visualizing all sorts of communication projects for various brands.

Designing visual identities, print, and digital products.

- Worked for more than 30 (international) brands, like 3Suisse, ING, Gamma, Karwei, De Nederlandse Staatsloterij, Etos etc.;
- Was Art Director of several projects for different brands;
- Worked in 5 different Agile scrum teams (ING.com, Staatsloterij.nl, Gamma.nl, Karwei.nl, and Catharijneconvent.nl);
- Designed mobile websites and apps for 3Suisse.fr and Gamma.nl;
- Designed (online) style guides for 3Suisse and Intergamma;
- Was part of multiple usability tests while working on Staatsloterij.nl and Catharijneconvent.nl;
- Followed multiple Merk Stuur Ontwerp (brand design) courses;
- Worked together with numerous interaction designers, frontend and

## PUBLICATIONS

### Publications I wrote

(Medium: @sandercrombach)

- 'The Entire World As a Screen' (published by blog/community UXDESIGN.CC);
- 'How I Created A Prototype For T-Mobile To Gather Valuable Lessons – A Case Study';
- 'How Companies Can Successfully Transform Digitally With In-House Creative Teams – A Case Study'

### Internationally published articles about projects I designed:

- Page Online (German magazine): 'Wie diese Identity für Personal Trainer ganz auf Licht setzt' / 'Wie diese Identity für Personal Trainer ganz auf Licht setzt';
- Identity Designed (British magazine): 'De Tekstbrouwmeester';
- Page Online (German magazine): 'Wie ein Corporate Design immer neu gemixt wird';
- Étapes (French magazine): 'Les 3Suisse se rhabillent de la tête aux pieds'

## TOOLS

Figma, Invision, Zeroheight, Storybook, Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Premiere), Miro, Lookback, Jira, Asana, Trello, Notion, Slack, and many more.

## LANGUAGES

**Dutch** – Native proficiency

**English** – Full professional proficiency

**German** – Elementary proficiency

## Studio Jan Koek – Co-founder, Creative Director and Visual designer

Sep 2006 – Sep 2013 (7 yrs 1 mos) • Tilburg

Developing concepts and visualizing all sorts of communication projects for various brands. Designed visual identities, print, and digital products (web design and visual design).

- 7 years of independent design studio experience (2006 - 2013);
- Worked on more than 250 different communication projects for all sorts of brands, like The Sting, ZLTO, City of Tilburg, City of 's-Hertogenbosch, Rabobank, Uitgeverij Zwijsen, 013 Popcentrum, Effenaar, Fontys Hogescholen, Studio Kluif, Theaters Tilburg, Audax Textielmuseum, Calbris, Wageningen UR, and many more;
- 1 employee (developer) for three years (2010 - 2013);
- 8 interns who studied at the University of Salamanca, Design Academy (Eindhoven), St. Joost ('s-Hertogenbosch and Breda) and Communication & Multimedia Design (Breda);
- Worked together with numerous design studios and freelancers;
- Knowledge gained about acquisition, client management, (online) marketing;
- Used tools like Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Premiere;

## New Message – Intern Visual Designer

2005 (3 mos) • Amsterdam

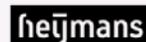
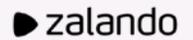
## Theaters Tilburg – Cameraman

2004 (1 yr) • Tilburg

## Unilogic B.V. – Computer assembly

2001 – 2002 (1 yr) • Sittard

## BRANDS I WORKED FOR



and many more...