



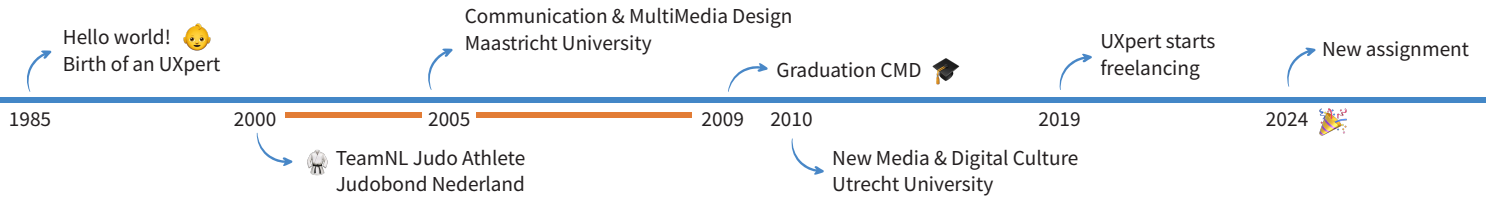
BJORN A.E. GULPEN-SPEK

FREELANCE UXPERT HELPING DESIGN TEAMS GROW, BUSINESS' BECOME USER-CENTRIC AND MAKING CUSTOMERS HAPPY

- 👤 38 Years
- 🇳🇱 Dutch
- 📅 13+ years
- 🏗️ 25+ Projects
- 🐱 Cat person

CONNECT

- 📍 Boerhavelaan 23
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- 🌐 [linkedin.com/in/bjorgulpen/](https://www.linkedin.com/in/bjorgulpen/)
- 📁 [Access my UX Portfolio](#)



🔬 RECENT FREELANCE ASSIGNMENTS



Lead UX Designer

Royal FloraHolland | 06/2023 - present | Nederland

- Creating UX Strategy for clock and clock pre-sale platforms
- Agile (SAFe) way-of-working with Jira & Confluence
- Collaborate with business analysts for process and information architecture
- Execute qualitative/quantitative research activities with buyers/suppliers
- Facilitating workshops with buyers
- Create/Design (Mobile) interfaces/prototypes (incl. hand-off in Zeplin)



Senior Service Design / a.i. Product Manager

Ministry of Health, Welfare & Sports | 10/2022 - present | Netherlands

- Creating UX Strategy / Product Strategy for COVID-19 citizen platforms
- Manage product / development team
- Implementing Agile (SCRUM) way-of-working with Jira & Confluence
- Facilitating qualitative/quantitative research activities with end-users
- Designing concepts by using the Double Diamond model and Service Design



Business Consultant User Experience / Product Owner

Netherlands Public Prosecution Service | 09/2021 - 09/2022 | Netherlands

- Creating a future-proof UX strategy and organisation-wide UX team
- Advising on the ambition to have one uniform way-of-working by 2027
- Facilitating UX research activities with administrative employers
- Designing a user-friendly, personalised and responsive UI that effectively and efficiently addresses the integration request



Director of User Experience Design / Product Manager

Quantela Inc. | 07/2020 - 08/2021 | India (remote)

📁 EXPERIENCE / CAREER



Founder, UX Strategist, UX/UI Designer

UXpert | 01/2019 - present | Netherlands



Head of UX Benelux

Publicis Groupe / DigitasLBI | 01/2019 - 06/2020 | Netherlands

- (Re)Building Publicis Groupe's Benelux UX-team
- Reshaping their UX strategy and expanding their UX-client portfolio
- Seconded as Lead UX/UI Designer @ Robeco
- Leading Robeco's UX team
- Redesigned Robeco's B2C Client OnBoarding process (multi-platform)
- Redesigned Robeco's B2B dashboards and main functionality

🎓 EDUCATION

Emerging Leadership Program

2017 | Capgemini Academy

New Media & Digital Culture

2009 - 2010 | Utrecht University

Communication & MultiMedia Design

2005 - 2009 | Maastricht University

Thesis: Digitization of Mental Healthcare

Secretary of the fraternity Volupia

MKAEC

2005 - 2005 | Arcus College

🎓 COURSES / CERTIFICATES

Human Factors International

Certified Usability Analyst (CUA)

Certified User Experience Analyst (CXA)

Google

Google Analytics Qualified Individual

SCRUM.org

Professional SCRUM Master I (PSM1)

Professional Product Owner I (PSPO1)

Capgemini Academy

Team Leadership

Coaching - The approach

Giving feedback

🗣️ LANGUAGES

Native: Dutch

Other: English (C1), German (B2), French (A1)

🏆 AWARDS

Professional of the year

2014 | Capgemini Netherlands B.V.

Website of the year (politie.nl)

2016 | Capgemini Netherlands B.V.



Managing UX Consultant / Counsellor

Capgemini B.V. | 02/2013 - 12/2018 | Netherlands

- Actively contributed to Capgemini's UX strategy and clients portfolio
- Counselling (8) several ambitious young/medior professionals
- Leading and facilitated client-based UX/design teams
- Client-facing (seconded) with focus on making complex interactions easy

01/2017 - 12/2018 - Head of UX | Ministry of Justice and Safety (Rechtspraak)

06/2016 - 12/2016 - Sr. UX/UI Designer | ABN AMRO

03/2016 - 12/2016 - Project Lead & IxD Designer | Municipality The Hague

04/2016 - 06/2016 - Google Analytics Consultant | Dutch National Police

07/2015 - 08/2016 - Sr. UX Designer | Ministry of Economic Affairs

01/2015 - 06/2016 - Sr. UX Designer | Ministry of Education, Culture & Science

07/2015 - 08/2016 - Sr. UX Designer | Ministry of Economic Affairs

01/2015 - 08/2015 - UX/UI Designer | Municipality Utrecht

01/2014 - 12/2014 - UX/UI Designer | Kadaster

02/2014 - 07/2014 - UX Designer | Mölnlycke Healthcare Sweden

02/2013 - 12/2013 - UX/UI Designer | Dutch Tax Department



UX/UI Designer

APG | 02/2011 - 01/2013 | Netherlands



SEO & Google Analytics Consultant

Searchresult B.V. | 01/2010 - 01/2011 | Netherlands

I invite you to look at my LinkedIn profile for a full overview and description of my [career experience](#), [projects and client assignments](#) and my [vounteering experience](#)



SIDE ACTIVITIES / VOLUNTEERING



Owner / Supervisor

Judo Vereniging Zarei | 09/2000 - present | Netherlands



Miscellaneous activities

Judobond Nederland | 01/2000 - present | Netherlands

02/2007 - Present - (Inter)national Judo Referee

09/2013 - 12/2020 - Chairman Referee Commission (southern region)

01/2000 - 02/2007 - Regional Judo Referee

01/2000 - 12/2009 - TeamNL Athlete -60kg / -66kg / -73kg



National Trainer / Reebok Sponsored Athlete

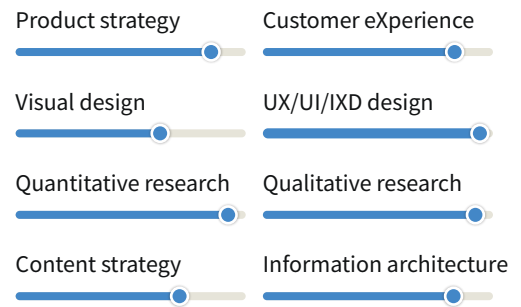
Les Mills International | 04/2012 - 12/2020 | Germany



PASSIONS & HOBBIES



COMPETENCES & SKILLS



Adobe Creative Suite

Adobe XD Photoshop Illustrator
InDesign Premiere Pro Dreamweaver

UX/UI/IxD tools

Figma Sketch Axure RP InVision
Morae Optimal Workshop Zeplin

Analysis

Google Analytics Piwik Pro User Testing
Hotjar MouseFlow VWO

Development

Mendix Agile Methodology Jira
Confluence HTML5 CSS Python

Hands-on skills

Service Design Design Thinking UX Research
Rapid Prototyping Design Sprints Scenarios
Task Analysis Wireframing Empathy Maps
Cardsorting Heuristic evaluation Customer
Journey Mapping Ethnography Personas
Content analysis User flows Task flows

REFERENCES

Constantijn van Geest (+31 6 543 811 36)

OM | Programma Manager Emma

Emelie Rydh (+31 6 406 099 36)

Quantela | Senior Visual Designer

Evert Larooi (+ 31 6 510 849 69)

Publicis Groupe | Operational Director

On the next page you will find an overview of my freelance assignments.