



# MATTHEW VAN DEN STEEN MSc

## UX SPECIALIST & LEAD

**Telephone** 06-54635971

**Email** mmvdsteen@gmail.com

**Website** <https://wireframe.ninja>

<https://www.linkedin.com/in/matthewvandensteen>

## ABOUT ME

Creative UX specialist with 15+ years' experience driving user-centered design, usability, and digital transformation across global organizations.

Proven success in aligning UX strategy with business goals, leading high-performing teams, and delivering innovative product experiences. Strong technical and analytical background, passionate about scaling design systems and contributing towards a collaborative culture

## CORE COMPETENCIES

- UX Leadership & strategy
- Building and scaling design systems
- Agile product development
- Cross-functional team management
- Customer journey mapping
- Stakeholder collaboration
- Data-driven design decisions

## EXPERIENCE



### Senior UX Architect/Designer @ Miele

October 2022 - now

Leading the design vision for multiple user-focused eCommerce platforms within Miele. Build the foundation for customer satisfaction and operational excellence via a completely new information architecture blueprint, journey mapping, and the creation of campaign flows.

#### Responsibilities:

- Shaped and implemented a new Information Architecture blueprint mapped to customer journeys, based on data and best practices
- Developed comprehensive customer journeys and persona frameworks
- Improved page hierarchy and campaign touchpoints, driving conversion



### Global UX manager @ Wavin

April 2021 - September 2022

Directed all UX initiatives worldwide, embedding user-centric design in agile workflows and aligning technical transformations to customer needs.

- Established Wavin's first design system and UX roadmap
- Managed and grew a team of designers
- Led research, user analysis, and test procedures
- Coordinated multi-country redesigns and transformation projects



### Lead Product Designer - Analytics platform @ Newzoo

January 2019 - March 2021

Led platform design from ideation to execution for a new PaaS analytics solution.

#### Responsibilities:

- Rapid prototyping (XD, Invision and Miro)
- Led a small team of designers
- Design System and communication
- Analyse user data and patterns (Amplitude, Hotjar) + usability tests
- Creating and communicating the UX Roadmap



## Senior UX designer & Product Owner @ GfK

August 2013 - December 2018

As senior UX designer at GfK my main focus was to boost the user experience of our client dashboards and mobile apps. I did this by prototyping, challenging hypotheses, creating wireframes, visuals and style guides and investigating user behaviour.

- Interaction design (creating wireframes and mockups)
- User domain analysis
- Rapid prototyping for new products



## Interaction designer / Portal specialist @ UWV

August 2010 - July 2013

As the UX Designer at UWV I worked together with other designers to improve the usability of the main site that helped people get a job.

## Freelance web designer

May 2010 - December 2012

Designed various logos, websites, user interfaces, graphics and prints for a variety of both profit and non-profit organisations.

# EDUCATION



## Master of Science - Computer Science

2007 - 2010

TU Delft

Focus on Human-computer interaction, User experience (UX) and artificial intelligence.



## Bachelor of Science - Human-Computer Interaction

2002 - 2007

TU Delft

Human-computer interaction, computer graphics, AI, software engineering, multimedia and calculus.

# CERTIFICATES

- Scrum Alliance:
  - Product Owner
  - Scrum Master
- Hubspot marketing
  - Inbound marketing
  - CMS
  - Content marketing
  - Social Media
- Web Accessibility (WCAG 2.0)
- Journey Map OPS
- LeSS
- UX Master Service Design

# INTERESTS

- Videogames
- AI
- Running
- Technology/gadgets