



Matthew van den Steen MSc

UX MANAGER/LEAD

Telephone 06-54635971
Email mmvdsteen@gmail.com
Address Lommerlustlaan 11
2012BZ Haarlem
Website <https://wireframe.ninja>

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

About me

I'm Matthew van den Steen, a creative UX specialist with a strong technical foundation and a customer-centric mindset.

With over 15 years of experience in UX design, usability testing, agile collaboration, and leading design teams, I bring a deep understanding of how to craft intuitive and impactful user experiences. My expertise includes mapping complex user journeys and translating business goals into user-focused solutions.

In addition to my UX background, I have several years of experience as a Product Owner. I thrive at the intersection of design and product strategy, and I'm passionate about integrating both disciplines to drive innovation and deliver value.

Experience



Senior UX Architect @ Miele

October 2022 - now

As UX Architect at Miele, I'm responsible for shaping a scalable and user-centered design foundation that drives customer satisfaction across our entire eCommerce platform.

Responsibilities:

- Creating customer journeys and persona's
- Journey Maps Ops
- Sitemap and page hierarchy analysis
- An Information Architecture blueprint that is linked to our customer journeys
- Campaign flows and touch points



Global UX manager @ Wavin

April 2021 - September 2022

In this role, I was responsible for overseeing all user experience initiatives across Wavin's global operations. My primary focus was to embed a user-centric mindset within agile workflows, ensuring that design decisions were driven by real user needs. Effective communication was essential, as the organization underwent a comprehensive redesign and multiple concurrent technical transformations.

Other responsibilities:

- Create Wavin's first design system
- UX architecture, persona's and customer journeys
- Coordinate and communicate the UX roadmap
- Managing a team of designers
- Set up user analysis and test workflow



Lead Product Designer - Analytics platform @ Newzoo

January 2019 - March 2021

I was responsible for the design and overall user experience of the platform. The platform (PaaS) was created from scratch, which allowed me to introduce a design system, set up a proper UX roadmap and begin the research from the start up. I created mockups, wireframes and I also did a fair share of visual design. After half a year I formed a small team where I was the lead designer.

Other responsibilities:

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



Senior UX designer @ 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



Product Owner B2B dashboards @ GfK

May 2014 - December 2018

I have been the product owner of the main B2B dashboard (PaaS) and two mobile apps of GfK.



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. In most cases I was also responsible for the overall look and feel of the site/application.

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
- Running
- Technology/gadgets
- IoT