SAMUEL SCHEELINGS 31-12-1986

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JustCallMeSam.net

About

- Self-taught UX expert with over 14 years of experience using design to solve user problems.
- Team player who's passionate about learning new skills to improve development processes and product quality—just as likely to run a Scrum ceremony as to build hi-fi prototypes or work on the website.
- Versatile across visual and interaction design with an interest in building for apps, SaaS, dashboards and marketplaces.
- Standup comedy and podcast aficionado.

Experience

Gemeente Vlaanderen (Internal and external facing tools for the municipality of Vlaanderen Belgium)
Product / UX Designer; Remote; Freelance — Apr 2023 - Jul 2023

- Created a (custom) Design System with a focus on accessibility.
- Integrated new improved UI into existing workflows and designs.

EDGE Technologies (SaaS building management with a focus on sustainability)
Lead Product / UX Designer; Amsterdam/Remote; Freelance — Mar 2021 - Present

- Redesigned product areas after conducting user interviews and journey analysis.
- Improved developer handoff with Storybook integration.

Bitvavo (a crypto currency platform)
Consulting Lead Designer; Amsterdam/Remote; Freelance — Jan 2021 - Mar 2021

- Responsible for reviewing and advising on how to fill product gaps.
- Setup design and development workflows for design system and branding.

Kineti Security Services (a counter-surveillance and intelligence security firm)
Lead Product / UX Designer; Remote; Freelance — Apr 2019 - Jul 2021

- Partner with developers to design product solutions that meet evolving user needs.
- Pitch product ideas to fill gaps in the user journey and leverage drone, radar, and mapping technology.
- Implemented new workflows and standards, such as Scrum and a DMS system.

Nash.io *(formerly NEX)* (a financial crypto startup)
Product / UX Designer; Remote; Freelance — Dec 2017 - Mar 2019

- Conducted user interviews and collected external data to identify user needs in the crypto and payments landscape.
- Designed everything from a crypto exchange and browser extension to the website and marketing assets, including a sponsored stand at the EU Parliament.

OmniaRetail (e-commerce SaaS company)
Lead Product / UX Designer; Amsterdam; Contract — Apr 2016 - Dec 2017

- Redesigned and optimised the user experience of the platform.
- Set up a UI library to create a common language around design assets.

Corsearch *(formerly Pointer BP)* (e-commerce SaaS company)
Lead Product / UX Designer; Amsterdam; Contract — Jan 2015 - Apr 2016

- Gathered and documented requirements from stakeholders.
- Created wireframes, tested/presented then iterated on designs, and delivered specs to developers.

Playlogic Entertainment (a casino entertainment startup)
UI Designer / Visual Team Lead; Amsterdam; Contract — May 2014 - Dec 2014

- Collaborated with the writing team to design the website and marketing communications.
- Responsible for planning for Digital and Marketing departments.

Zed Media (a website management company)
Design Lead; Amsterdam; Contract — Nov 2011 - Dec 2013

- Led the creative team that planned, wire-framed, documented, and executed the visual treatment and UI for all company projects.

Smart Internet Media (a website management company)
Webdesigner; Bussum; Contract — Oct 2009 - Nov 2011

- Created and iterated on designs based on clients' needs and feedback

Skills

Software: Figma, Adobe XD, Sketch, Miro, HotJar, LookBack, InVision, Photoshop, Illustrator, After Effects.
Development: HTML/(S)CSS, ReactJS, GIT, Certified Scrum member.
Languages: Dutch (Native), English (Native), German (Intermediate)