



With over 16 years in UX, I design meaningful digital products for healthcare, blockchain, & the IoT.

Work

FOUNDER, DESIGN COACH, & SENIOR UX DESIGNER (FREELANCE)

The Greatness Studio: December 2016 – Present

- Founded and engage an invite-only community of 100+ UX professionals
- Have coached 11 individuals & 6 startups, facilitated 12 workshops, & given 7 talks

ACTOR (FREELANCE)

BrianPagan.Net: 2013 – Present

- Co-founded theatre group Computer Drama as actor and producer
- Have performed in 3 short films, 2 commercials, and 5 theatre productions

UX LEAD (REMOTE, FREELANCE)

MaxData, Tel Aviv: December 2017 – March 2018

- Worked directly with 2 designers, 2 developers, and 3 C-level executives
- Delivered 2 journey maps, 92 wireframes, 3 prototypes, & detailed specifications

SENIOR USER EXPERIENCE DESIGNER

Philips Digital Innovation, Amsterdam: December 2013 - May 2017

- Worked on over 30 projects, winning 2 design awards
- Launched 14 web & mobile products using Agile and Lean Startup methods

PRODUCT OWNER & CREATIVE LEAD, MENTAL VITALITY

Philips Emerging Businesses, Eindhoven: January 2016 - December 2016

- Served in our steering committee and led a team of 6 designers
- We pivoted our product vision, designed, & validated the MVP in under 6 months

UX CONSULTANT & MOBILE UX TEAM LEAD

User Intelligence, Amsterdam: 2010 - 2013

- Worked on over 65 digital projects for 22 clients
- Developed 6 sales pitches, 9 blog posts, 4 conference talks, and 2 workshops

WEB & VISUAL DESIGNER (FREELANCE)

2002 – 2010

- Designed & coded 10 websites for German SMB's
- Planned & executed over 30 marketing campaigns in print, outdoor, and online

Education

PROFESSIONAL DOCTORATE (PDENG): USER-SYSTEM INTERACTION

Eindhoven University of Technology: 2007 - 2009

MASTER OF SCIENCE (MSC): WORK AND ORGANIZATIONAL PSYCHOLOGY

Maastricht University: 2005 - 2006

BACHELOR OF ARTS (BA): SOCIAL SCIENCES (PSYCHOLOGY)

Maastricht University: 2002 - 2004

Volunteering

RANKER

Rank a Brand: 2015 - Present

- Ranked 15 brands on their sustainability and published reports for each
- Advised management on Rankabrand's privacy policy and website design

USER EXPERIENCE DESIGNER (REMOTE)

metaLab, Capetown, South Africa: 2009 - 2010

- Piloted Bsmrt, a start-up mLearning service for young people in South Africa
- Defined & documented UX design/research and Quality Assurance processes

Other Information

MY LATEST TALKS & WORKSHOPS

[See more at The Greatness Studio](#)

- *Design for Love* (SocialUX 2018)
- *Ethical Questions for Data-Enriched Design* (DDEX Seminar 2018)
- *How to Build Humane Technology* (Vested Summit 2018)
- *Sustainable Habits for Love* (Closing Keynote, ProfsoUX 2018)
- *Empathy for Design* (Guest Lecture, Tilburg University)
- *Acting Techniques for Design Empathy* (UXCampNL 2017)

MY ONLINE COURSES

- *Design for Love* ([Skillshare 2018](#))
- *How to Make Stuff People Love* ([Udemy 2017](#))

SOFTWARE TOOLS

Adobe XD	AfterEffects	Jira
Premiere Pro	Axure RP Pro	SPSS
Illustrator	Sketch	WordPress
Photoshop	Confluence	HTML5/CSS/JS

LANGUAGES

English - Native, Dutch - Fluent, German - Fluent