

BRIAN PAGÁN

MSc, PDEng Human Experience Designer

✉ me@brianpagan.net

🌐 brianpagan.net

📄 [Download my portfolio \(PDF\)](#)

With 19 years in UX, I design meaningful digital products for healthcare, sustainability, fintech & the internet of things.

SPECIALTIES

Digital Prototyping

Behavioral Design

Experience Strategy

TOOLS

Adobe XD

Framer X

Premiere

Axure RP Pro

HTML5

ProtoPie

Confluence

Illustrator

Sketch

Figma

InVision

WordPress

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

University College Maastricht 2002 - 2005

DESIGN EXPERIENCE

Founder | Design Coach | UX Consultant

The Greatness Studio

Dec 2016 - Present

- Founded an invite-only collective of 100+ UX professionals
- Gave over 50 workshops & talks; coached 12 individuals and 17 startups
- Clients include: UCB Pharma, Vodafone, Unilever, NN, SummoX

UX Lead | Product Designer (via Toptal)

WaitWhat

Sep 2020 - Apr 2021

- Designed & researched the Masters of Scale mobile app end to end
- Created an ethical behavioral design & engagement strategy

Strategic UX Designer (Remote, Freelance)

ING Bank

Jan 2020 - Jun 2020

- Defined and designed the MVP for a holistic KYC customer viewer
- Conducted UX & usability research, including stakeholder interviews

UX Lead (Remote, Freelance)

Land Life Company

Oct 2019 - Dec 2019

- Overhauled the UI design for our customer reforestation dashboard
- Created a simple design system based on existing brand identity

Creative Lead | Senior UX Designer

Philips

Dec 2013 - May 2017

- Worked on more than 30 projects, winning four design awards
- Pioneered privacy-by-design mobile app patterns, years before GDPR

Mobile UX Lead | UX Consultant

User Intelligence

Sep 2010 - Dec 2013

- Provided strategic & tactical design on 65 digital projects for 22 clients
- Clients include Philips, Volvo, TribalDDB, KLM, KPN, Gucci, Beeline

User Experience Designer (Remote)

metaLAB Ltd.

Sep 2009 - May 2010

- Designed MVP of Bsmrt, an mLearning service for youth in South Africa
- Defined & documented UX design, research, and QA processes

Web / Visual Designer

Freelance Work

May 2002 - Sep 2009

- Designed & coded 10 standards-compliant websites for three clients
- Increased monthly web visitors for one client by 3900% in five months

OTHER EXPERIENCE

Counselor

BIJ1 Aug 2021 - Present

- Maintaining an inclusive, safe(r) space for everyone in the party
- Helping members work through conflict, harassment, or harmful conduct

Creator | Host

MindFolk Podcast Sep 2020 - Present

- Created MindFolk to explore human creativity and mindful innovation
- Wrote, recorded, produced, and published 11 episodes for Season 1

Actor | Producer (Freelance)

Being Human. Feb 2013 - Oct 2018

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

Sustainability Ranker

Rank a Brand Feb 2015 - Sep 2019

- Ranked 6 brands across apparel, telecom, shoes, and food industries
- Consulted with management team on Rank a Brand's privacy policy

LANGUAGES

ENGLISH	DUTCH	GERMAN
Native	Fluent	Advanced

CERTIFICATIONS

UXQB Certified UX Professional

iSQI GmbH Issued Aug 2020

Certified in Distributed Management

Remote-How Academy Issued Dec 2019

SAFe Agilist (SA)

Scaled Agile, Inc. 2016 - 2017

SPEAKING

Empathic Design

Amsterdam, NL AUAS MDD Showcase Event 2021 TALK

Creative Empathy for Meaningful UX

Livestream Gofore Designers' Talks 2021 TALK

Creative Empathy for UX Research

Livestream UXinsight Festival 2020 TALK

Humanity in the Time of Corona

Cairo, Egypt via Livestream Hack the Virus 2020 KEYNOTE

Empathy for Conscious Design

Sahl Hasheesh, Egypt Vested Summit 2019 WORKSHOP

Design for Love

Istanbul, Turkey UXAlive 2019 WORKSHOP

Sustainable Habits for Love

Saint Petersburg, Russia ProfsoUX 2018 KEYNOTE

[See more online](#)

PUBLICATIONS

The Creative Empathy Field Guide

[Bookboon e-book](#) Nov 2020

The Future of UX Is Our Humanity

Toptal Design Blog Oct 2019

Four Things Great Designers Care About

UX Magazine Feb 2016

4 Myths About User Experience

Mashable Oct 2013