



Alex van der Lit

UX / Product Designer

Utrecht, The Netherlands

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Work experience

Mar 2022 - Present **UX Designer**
VodafoneZiggo · Full-time

Sep 2020 - May 2021 **UX / Service Designer**
9 months
VodafoneZiggo · Graduation intern

Ziggo gave me the assignment to research, and design a solution that would improve their successful product self-installation ratio. The solution I developed is "My Unboxing", a personalized service onboarding. This assignment was eventually graded with a 10 by the University of Applied Sciences Utrecht.

Sep 2019 - Feb 2020 **UX Designer**
6 months
Avanade · Intern

Feb 2016 - Sep 2019 **UX Designer & Front-end developer**
3 years, 8 months
i-Aspect · Part-time

Feb 2015 - Jan 2016 **Interaction Designer**
12 months
i-Aspect · Intern

Sep 2013 - Feb 2014 **Visual Designer**
6 months
Groenendijk Bedrijfskleding · Intern

Education

2016 - 2021 **Communication and Multimedia Design**
Achieved
University of Applied Sciences Utrecht · Bachelor's degree

2018 - 2018 **Applied psychology**
Achieved
University of Applied Sciences Utrecht · Minor

2014 - 2016 **Interaction Design**
Achieved
Grafisch lyceum Utrecht · MBO 4

2012 - 2014 **Allround DTP**
Achieved
Grafisch lyceum Utrecht · MBO 3

Tools

Sketch, Figma, Adobe CS, Invision, Principle, ProtoPie
HTML/CSS/JS, PHP, Zeplin

Specialties

UX strategy
Visual / UX / UI design
Prototyping + Motion design
Data storytelling
Data analysis

My design principles

Creativity & passion
Purpose & meaning
Empathy & ethics
Simplicity & humility

Interests

Human behaviour, Art, Futsal
Painting, Design, Fitness

Characteristics

Driven, studious, empathetic
optimistic, analytical
+ creative :)