



Marnix Bras

Interim UX lead & strategist, Service Designer & Design Thinker

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Profile

Marnix is Interim UX consultant en team lead. He is a entrepreneurial Managing UX Design Consultant with international strategy, concept and design experience as online specialist, interaction-, service- and UX design lead.

Experienced in shaping user experience, based on quantitative and qualitative research. Creates vision and visualization of ideas based on user data. Guiding projects, creative processes and the realization of mobile and internet products like online funnels, self-service websites, apps and portals within complex organizations.

Gets the best out of online experiences with clients and colleagues. Connector between technology and design, driven to make complex online experiences simple. Experienced in introducing and optimizing Scrum for online teams in large scale organisations. Coaching with a passion to inspire people and share knowledge. Teaching design thinking and ideation in masterclasses.

Recent Work Experience

- **April 2019 -nu:** Freelance Interim UX manager & consultant voor **The Future Group**
- **Jan 2019-now** – for **Dutch Tax Service** as UX lead B2E
- **Mei-2018-now Service design trajects** at UWV, Dutch Defenc ThyssenKrupp and more for **Idean**
- **Jul 2017-Apr 2018 at Dutch Police** as **UX strategy** and UX lead for operational apps for police officers.
- **Oct 2017-Nov 2017 at IKEA** as **Service Designer**
- **Mar 2016-Oct 2017 at MediQ** as **Service Design** and UX lead for B2C
- **Mar 2016-Mar 2017 at Rechtspraak** as Advisor UX
- **Sep 2016-Dec 2016 at Rijkswaterstaat** as UX advisor
- **Jun 2016-Sept 2016 at Sodexo** for Design sprints
- **Nov 2015-Mar 2016 at Centraal Beheer Achmea** as UX design / Team lead online B2B



Education

- **Nielsen Norman**, UX management (2017)
- **Human Factors International**, User Experience Analyst (2013)
- **ArtEZ Art Academy**, Architectonic Design (1996-2001)
- **Wageningen University**, Food Science (1993-1995)
- **VWO Bèta** (1986-1993)

Career

- 2019-nu: Freelance Interim UX manager - **The Future Group**
- 2015-2019: Managing Consultant - **Idean / Caggemini**
- 2009-2014: Senior online specialist - **Achmea**
- 2008-2009: Coord new media - NGO **Dance4life**
- 2004-2008: **Web Power** online marketing
- 2003-2004: Designer **Site4U** internet services
- 2001-2002: Design ass. **DRFTWD** architects
- 2000 -2001 Intern/ research South Africa

Skills

UX Lead, UX research, Service design, Design Thinking, (UX)Usability expert, Digital Customer Experience, Strategy, Education, Facilitating design thinking workshops, Online concepts, Business consultancy, Branding and identity, Art-direction, Analytics, Prototyping

Added value



+ Entrepreneurship

In the more than 15 years that I work in the digital domain I have started many new initiatives within organizations (#intrapeneur). I often see that design leads to business transformation and therefore also gives food for thought on the entire company. In addition to this, I have also been providing advice and design to smaller NGOs and companies for more than 10 years as a self-employed person. This combination keeps me fresh and up-to-date.



+ I already have 15+ years of experience on digital transformation from a design point of view.

As a design lead from the police, for example, I advised on management level on the application of innovation, the creation of support and sharing knowledge for 1 police-wide plan of action for the "Police Officer Experience" and to give direction to the migration scenario.



+ Extensive experience as a design thinking and UX design consultant.

Always from research to customer, Umfeld and company problems looking for that point on the customer journey where ideation can contribute to business objectives. As design leader of Idean, for example, I have given research-based advice on digital transformations and customer journey (or employee journey) and implementations for many international and Dutch assignments such as Ahold, Ikea, Mediq, Rechtspraak, Centraal Beheer, Defense, LithiumWerks and Akelius over the past 4 years.



+ Government experience

Both in the semi-public domain Healthcare Insurance (since 2008-2012), where I was also involved at national level with the coordination of Health information, I also have a lot of experience in the primary government and case law, in processes where a business transformation often has a digital component. For example, for the Judiciary (2017), he made the communication outside-in by placing the citizen and his or her situation at the heart of online communication. In the complex Police domain (2018) I helped to turn internal processes into a mobile first approach. Furthermore optimising user experience which save time and frustration for police officers and give them better support with technology.



+ B2E experience

After the big mountain of design work that has resulted in the digital transition on the B2C market, the B2B market now follows. The iceberg of the Business2Employee (B2E) software is still in its infancy. To take the employee experience as a basis within companies is new here. I have already gained a lot of experience with projects for Police, Rijkswaterstaat, Ikea and ThyssenKrupp.



+ Business Process Management (BPM) experience

Together with business analysts, at Health insurance Zilveren Kruis since 2008, but also later on assignments for Stedin, Centraal Beheer and Politie, in varying responsibilities and always closely intertwined with IT and business representatives, we have looked at what requirements are really important. Key words here are the feasibility, viability and last but not least the desirability. His beta background and accumulated knowledge of ICT landscapes in complex organizations help with this.



+ Digitization

Already during training and first work on the digital side the focus has been on interaction design. In 2007 he helped a small NGO (Dance4Life) with a digital platform for education for young people in 19 countries. Also as a product owner at Health insurance Zilveren Kruis (2008-2012) with co-creation of customer specialists and business specialists, looking for the ideal online customer journey and optimization of quality of care, quality of data and customer satisfaction. In all projects that followed at Capgemini's design agency Idean, the Digitalization is being watched every time.



+ HBO / WO level:

Both university thinking level and a hands-on design training and a degree in Design. laid the foundation for continuous learning and development in online concept, strategy and business transformation.



+ Social and visual skills

As a designer, knowledge lead and teacher at the Capgemini Academy, I am used to working visually, standing in front of audiences and taking stakeholders into the story. I regularly speak at events or for groups such as at universities or at the customer.



+ The backup of a network

I have built up a broad national and international network in business, design and education. Knowledge sharing is in my genes.

