JEROEN VAN DER POLL

ABOUT ME

Hey, I'm Jeroen, a product designer with a knack for dev tools, collaboration workflows, and simplifying complex systems. I thrive on systems thinking, shaping direction from ambiguity, and moving fast with tools like Cursor and Codex. Curious problem solver, strategic thinker & wise-ass. Let's build amazing things together!

EXPERIENCE

2022 – PRESENT
(Sr.) Product Designer
Postman

I design collaboration tools for over 35 million developers using Postman. I focus on helping teams share, comment on, and build APIs more easily, turning fragmented experiences into seamless, intuitive workflows. The problems we tackle are complex and interconnected, so I rely on systems thinking to connect user and product needs and design solutions that scale. I work closely with engineers, PMs, and designers to simplify workflows and reduce friction. As a senior IC, I also mentor junior designers.

- Increased share conversion from 8% to 28% through UX-led improvements
- Redesigned commenting to drive discoverability and ease of use, growing weekly comments from ~750 to 7,000+
- Contributed to a 24% year-over-year increase in collaborative users

2018 – 2022
Product Designer, UX/UI
i3D.net | Ubisoft

As the sole designer at i3D.net, I led end-to-end design efforts across products and platforms that serve game publishers and developers globally. My main focus was creating scalable, intuitive user experiences for managing high-performance game infrastructure. I worked closely with product, engineering, and commercial teams to simplify complex systems and workflows, applying systems thinking to design tools that support always-on, multiplayer environments.

- Designed and launched a responsive UI platform used to manage infrastructure for 250M+ players
- Built and maintained a design system to ensure consistency across the platform
- Redesigned corporate websites, improving lead quality and conversion rates
- Helped design tools that supported the launch of AAA games like The Division, Skull and Bones, and platforms like Discord

2008 – 2018
Graphic / Web Designer
Studio Steenbergen

Handled end-to-end design for print and web. Created visual identities, websites, and marketing materials for clients across industries, including construction and tech.
- Delivered 75+ websites and branding projects
- Introduced UX practices and data-informed approach to design

2001 – 2008
DTP / Design
Creative Colors

INFO

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EDUCATION

Nielsen Norman Group
UX Master Certification
2020

CareerFoundry
UX Design
2019 – 2020

Grafisch Lyceum
MBO DTP/Design
1997 – 2001 (not completed)

Erasmus College
HAVO
1992 – 1997

COURSES

Reforge
Scaling Product Delivery,
User Insights for Product Decisions
2021 - 2022

Growth.Design
Product Psychology Mastery
2021

Competence Factory
Usability, Interaction Design
2019

COMPETENCIES

Product strategy
Systems thinking
Developer experience
Prototyping with AI tools
Shaping in ambiguity
UX simplification
Cross-functional collaboration
Outcome-driven design
Designing for speed & scale
Creative resilience
Problem framing
Design–engineering fluency