

Jeroen van der Poll

EXPERIENCE

2020 – PRESENT

Product Designer

i3D.net | Ubisoft

As part of the Product team, I find myself in the sweet spot of the design, business, and technology triangle. My duty is overseeing the full lifespan of our digital platforms, with a big focus on user experience.

- Understand business objectives, and identify and address points of improvement to ensure the platform and our products match our user's needs and goals.
- Facilitate and evangelize design thinking, and conceptualize new products, platform features, and functionalities.
- Perform and gather insights from user and market research.
- Create visual designs, flow diagrams, wireframes, and prototypes.
- Playing a leading role in a cross-disciplinary environment, acting as a bridge between our commercial, engineering, and operational teams.

2018 – 2020

UX/UI Designer

i3D.net | Ubisoft

As the sole designer, my work spanned various needs such as UI/UX, branding, and marketing. My main focus laid in designing the interface for our digital platform, allowing publishers to host AAA video games.

- Built a design-system, and designed a responsive user interface from scratch, serving 250 million players of the world's biggest games on a daily basis.
- Perform user research, and create user flows, wireframes, and interactive prototypes.
- Perform functional tests and QA, guaranteeing quality standards.
- Completely redesigned and implemented the corporate website, resulting in improved lead quality and higher conversion rates.

2008 – 2018

Graphic / Web Designer

Studio Steenberghe

Working in a small team, requiring an all-round skillset, I independently (and as a team) created logos, branding, brochures, advertisements, magazines, newsletters, packaging, and websites. From the briefing with the client, initial sketching and creation of the design, up to product handoff.

- Successfully designed, implemented, and maintained 75+ websites.
- Introduced theme customization, data-driven approach, and UX processes, leading to an increase in reliability and accessibility.
- Conceptualization of logos and branding for businesses and SMEs in construction, tech, health care, and finance.

2001 – 2008

DTP / Digital Print Operator

Creative Colors, Progress

- Quality assurance, performed extensive file checks.
- Handled pre-production, created printing schemes.
- Independently operated multiple printers.

1999 – 2001

DTP Intern

Hofstad Druktechniek

- Lay-out and correction of brochures, magazines, newsletters, etc.
- Text and image editing, performed pre-press checks.

PERSONAL INFO

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EDUCATION

2020

Nielsen Norman Group

UX Master Certification

2019 – 2020

CareerFoundry

UX Design

1997 – 2001

Grafisch Lyceum

MBO, Specialisation DTP (not completed)

1992 – 1997

Erasmus College

HAVO

COURSES

2021 & 2022

Reforge

Scaling Product Delivery,
User Insights for Product Decisions

2021

Growth.Design

Product Psychology Mastery

2019

Competence Factory

Usability,
Interaction Design

SKILLS

Research Synthesis
Business Strategy
Design Thinking
Creative Problem Solving
Wireframing, Concepting & Prototyping
User Flows & Personas
Empathy Mapping
Visual & Interaction Design
Usability Testing
Adobe XD & Creative Cloud
Axure RP
WordPress
HTML & CSS
Google Analytics & SEO
Agile & Scrum
Project & Product Management