



JEROEN VAN DER POLL

Senior Product Designer • AI-Powered Prototyper • Systems Thinker

ABOUT ME

Hey, I'm Jeroen, a product designer specializing in dev tools, collaboration workflows, and simplifying complex systems. I use systems thinking and AI-powered prototyping with tools like Cursor and ChatGPT to turn ambiguity into direction fast. Curious problem solver, strategic thinker, and wise-ass. Let's build amazing things together!

EXPERIENCE

2022 – PRESENT

(Sr.) Product Designer

Postman

I design collaboration tools for more than 35 million developers using Postman. My focus is on helping teams share, comment on, and build APIs with less friction. The challenges across the platform are deeply interconnected, so I quickly explore solution paths using AI-powered prototyping and apply systems thinking to inform product direction. I work closely with engineering, PM, and design partners to simplify complex workflows at scale. 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 across products and platforms used by game publishers and developers worldwide. My focus was creating scalable, intuitive 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 support always-on, multiplayer environments.

- Designed and launched a responsive UI platform used to manage infrastructure for more than 250 million players
- Built and maintained a design system to ensure consistency across the platform
- Redesigned corporate websites, improving lead quality and conversion rates
- Helped design tooling that supported the launch of AAA games such as The Division and Skull and Bones, as well as 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
- Interaction design for complex systems
- Developer experience
- Prototyping with AI tools
- Scenario mapping and workflow modeling
- Shaping in ambiguity
- UX simplification
- Outcome-driven design
- Designing for speed and scale
- Problem framing
- Design-engineering fluency