

# Hi, I'm Mike Swildens.

# Service Designer

With a diverse background in product, design, and research, I specialise in turning data into actionable insights and effective solutions.

I enjoy tackling complex service challenges through an iterative and collaborative process, aiming to align business goals perfectly with user needs. For me, it's not just about meeting user needs — it's about exceeding them.

#### ABOUT

- I'm a Service Designer with over 7 years of experience combining research, design, and strategy to create meaningful, user-centred products and services.
- My work spans complex enterprise systems to consumer mobile apps across both B2C and B2B environments.
- I'm passionate about uncovering opportunities and crafting solutions that not only enhance user experiences but also drive sustainable product growth and innovation.
- As a natural collaborator, I work closely with cross-functional teams to gather data, synthesise feedback, define clear requirements, and scope projects effectively. My goal is to ensure alignment across the organisation and maximise impact through thoughtful, iterative service design.

# EXPERIENCE

# a.s.r. - Utrecht, NL

#### Service Designer

May 2024 - May 2025

As a Service Designer at a.s.r., I aligned stakeholders across multiple business lines and facilitated workshops with cross-functional teams. Using service blueprints and customer journey mapping, I visualised and optimised complex service journeys and backstage processes, translating research insights into actionable interventions that improved customer experiences and operational efficiency.

## Senior UX Researcher

May 2023 - May 2024

As a UX Researcher at a.s.r., I collaborated with various scrum teams and business lines to improve products and optimise the user experience, aiming to contribute to the organisation's goals.

- Responsible for continuous discovery projects following the Triple Diamond process, focusing on exploring opportunities, defining service challenges, ideating solutions, and co-creating design outcomes.
- Synthesised user insights into recommendations that influenced product roadmaps, prioritisation and team focus, resulting in better-aligned and more user-friendly business decisions.
- Introduced Design Thinking and Customer Journey Mapping as standard practices within multiple teams, fostering stronger alignment between UX and business objectives
- A mix of optimisation efforts and discovery insights drove a 270% increase in ORV
  (Overlijdensrisicoverzekering) funnel conversion—from 3.0% to 11.0%—resulting in an
  estimated 391 additional applications and €171,540 extra revenue in Q2 2025.



#### CONTACT

mikeswildens.nl

contact@mikeswildens.nl

+31 6 36 46 84 81

in linkedin.com/in/mikeswildens

#### QUALIFICATIONS

# Bachelor Communication & Multimedia Design

I graduated with a bachelor's degree in Communication and Multimedia Design from the HU University of Applied Sciences Utrecht.

# CERTIFICATIONS

# Cambridge English: First (FCE)

Proficient in English for professional and academic environments.

## Trengo - Utrecht, NL

#### **UX** Researcher

April 2022 - April 2023

- Founded and scaled the UX Research team from scratch, growing it to include multiple researchers and centralising user feedback across the organisation.
- Introduced and embedded the Triple Diamond framework to ensure insight-driven decision-making, leading to improved service design outcomes and enhanced customer satisfaction.
- Made research insights accessible to all product teams, enabling data-informed prioritisation and reducing feature development risks.
- Contributed to a 13% increase in user engagement and retention by driving targeted, research-informed improvements across three key product features.

#### **Product Designer**

April 2021 - April 2022

- Co-developed the design system and established product guidelines that streamlined workflows and ensured consistent, scalable design practices across teams.
- Designed and launched new features that supported the company's growth, contributing to a 6% increase in active users.
- Designed an insight-driven activation and login flow that reduced churn rate by 11% within 3 months.

# Perplex - Arnhem, NL

# Interaction Designer

October 2019 - April 2021

Collaborated within high-performance teams to research, design, and test digital product solutions for key clients, with a focus on improving service interactions and optimising user flows.

# Yummygum - Amsterdam, NL

# **UX** Graduate

January 2019 - July 2019

Led a go-to-market and optimisation project for Bobby, a subscription tracker app targeting new markets. Developed strategic recommendations and identified growth opportunities to help young adults better manage their finances, contributing to product-market fit and user engagement.

# Socialbrothers - Utrecht, NL

# Interaction Designer

Augustus 2017 - January 2019

Designed and developed web and mobile applications for diverse clients, with a focus on user research, solution design, and collaborative prototyping. Enabled teams to translate user insights into actionable designs that met usability standards and client expectations.

# Buzzcapture (now OBI4wan) - Amsterdam, NL

# **UX** Design Intern

September 2016 - February 2017

Redesigned Buzzcapture's core products and developed a comprehensive UX handbook with components and guidelines, improving design consistency and usability. I also led the rebranding of the company's identity, enhancing its market presence and boosting brand recognition.

#### SKILLS

- Experienced in recruiting and interviewing users, synthesising research, conducting basic data analysis and visualisation, performing usability tests with prototypes, and framing problem spaces using tools like jobs-to-be-done and how-might-we statements.
- Completed hundreds of qualitative and quantitative research projects using a mixed-methods approach. Facilitated workshops including kick-off, scoping, knowledge sharing, persona development, HMW, and ideation sessions. Delivered numerous flowcharts, journey maps, empathy maps, and service blueprints.
- Strong communication, reporting, and writing skills in both Dutch and English.

#### TOOLS

- Experienced with research platforms including TheyDo, Lyssna, Typeform, Dovetail, and Productboard.
- Conducted user interviews using Lookback, Google Meet, Zoom, and Microsoft Teams.
- Skilled in data and feedback tools such as Hotjar, Google Analytics, Looker Studio, and Microsoft Power Bl.
- Proficient in design tools like Figma, Sketch, Adobe XD, and Framer.
- Basic understanding of front-end development and experienced with collaborative platforms including Miro and Mural.

#### HOBBIES

Passionate about art-house films, music (vinyl enthusiast), and active sports including soccer, squash, and snowboarding. Dedicated plant caretaker and lover of meaningful social moments with friends and family, often around cooking and fine wine.

#### CONTACT

mikeswildens.nl

contact@mikeswildens.nl

+31 6 36 46 84 81

in linkedin.com/in/mikeswildens

Let's make the world a bit more user-friendly together.

Say hi. 👋