Jesse Timmermans
Lead UX

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Hi, I am Jesse. I am an experienced product UX designer and scrum master well-versed in creating digital experiences, strategies, products and services.

Work experience

The Valley - Lead UX
January 2021 - Currently

I am currently leading teams and growing the talented UX team over at [The Valley, Amsterdam.](#) For over two decades The Valley has focused on building brand experiences and communication that spans the entire customer journey. This is powered by the examination and audit of your Total Brand, and allows us to function as a truly relevant strategic partner.

In my role as lead UX, my daily challenge is to lead by example. From acquisition to development, I craft digital experiences for clients such as Nike, ING and Daikin. I lead multidisciplinary teams in Agile processes and I help our individual UX designers in their careers by teaching the craft and help them set smart goals.

The Garage by E.ON - Senior UX designer
November 2018 - 2021

The Garage is a digital agency that has it roots in E.ON, an energy company based in Essen, Germany. It was founded on the premise that the world needs design to help facilitate the energy transition towards

renewables. In a world that is becoming more and more connected, we are developing Planet Centric Design as our methodology to create (digital) products that enable sustainable lifestyles. My purpose is to help The Garage transition from startup to smooth design operation creating design with impact.

As the most senior UX Designer, I implement agile processes that I have come and love from agency life, I lead design- and development teams and I apply brand-based design thinking to create unique and meaningful (digital) experiences.

Fabrique - Interaction designer
June 2014 - November 2018

Fabrique is an international strategic design agency in which design has the power to create true impact and innovation. Together with ambitious clients, Fabrique creates experiences and change that truly innovate vastly different markets, from museum, to e- commerce platforms. While working at Fabrique, I have had the honour of creating award-winning projects for clients such as Isabella Stewart Gardner Museum, Independer, IKEA, GVB, Wolfgang and the Rijksmuseum.

Filmtheater De Uitkijk - Freelance designer
December 2010 - May 2014

De Uitkijk is a cosy filmtheater at the Prinsengracht in the heart of Amsterdam. With its interesting film programming and events, it was a delight to design representative work, logo, folder and poster designs.

Unilever - Intern Disruptive Design
September 2012 - January 2013

Founded by Theo van de Poll, the Disruptive Design Studio was an accelerator within the R&D departments of Unilever. The studio was able to connect technical innovation of the highly skilled research department

to user needs and business by developing prototypes that offer visionary use cases that could change markets Unilever operates in.

Education

Fabrique - Graduation intern

2014

With a focus on brand-driven innovation, the graduation focused on creating a design tool for the modern creative, called BrandSync. BrandSync became an internal tool that helps talented designers by improving their ability to perceive and understand the world from the point-of-view of the brand. By using metaphorical associations, the tool helps bring a new and meaningful perspective to what the brand's role in the life of its customers could be and how to manifest it in everything it does.

Industrial Design Engineer / Delft University of Technology

2007 - 2014

With a master's degree in Design for Interaction, combined with courses and projects found in Strategic Product Design. The synergy between both masters is where I've always thrived.

Tools & personal skills

Tools

Tools I use most often	Figma, Sketch, InVision, Zeplin, Adobe XD
Design tools	Personas, customer journey mapping, service blueprints, Vision in Product design, wireframing, prototyping, creative facilitation, workshops, scrum master, design sprints, priority mapping

Coding	Basic understanding of HTML, CSS, JS, C#

Languages

English	Fluent
Dutch	Native

Personal interest

I always love a good challenge. To push myself creatively, you can find me tinkering on my own digital projects such as websites, strange procedural interactives and games. To push myself physically, I regularly go climbing/bouldering with friends. If I want to unwind, I love traveling and hosting movie nights.