



PIETER GROENENDIJK

PRODUCT DESIGN

PROFILE

A highly skilled and motivated Product Design leader with a keen eye for user-centric design.

Developing motivated and efficient multi-disciplinary design teams across digital platforms, delivering intuitive UX/UI solutions.

EDUCATION

Innovation Through Design

University of Sydney,
Online Course
2020

MA Digital Media

University of Sussex,
Brighton, UK
2009 – 2010

BA Communication & Multimedia Design

W. de Kooning Academy,
Rotterdam, Netherlands
2002 – 2006

INTERESTS

Landscape and architectural photography

Music composition on guitar, bass and piano

Travel and hiking

EMPLOYMENT HISTORY

INNOVATION GROUP

London, UK

UX Design Manager

August 2020 – Present

Enabling our Insuretech “Gateway” product through best-in-class UX/UI solutions for high-profile clients including Tesla, Toyota, Aviva and Enterprise, by implementing solid design thinking methodology.

- Line-managing three multidisciplinary Product Designers
- Driving design vision & strategy across five global regions
- Stakeholder management and presentation up to C-suite
- Hosting several creative workshops, including Google Design Sprints
- Delivery of a Design System spanning all product touchpoints
- Establishing effective research tools, analytics and ways of working

SKY UK LTD.

London, UK

Lead Product Designer

July 2017 – January 2020

Leading 5 Product Designers in crafting the latest generation of Sky's flagship Q product on TV, devices and desktop. Additionally, introducing features such as the Sky Kids Safe Mode and Netflix / Spotify integration.

- Increasing Sky TV merchandising by 40% by adjusting visual real-estate.
- Improved UI delivery, reducing front-end development time by 75%.
- Optimising design processes, providing Atomic design-based libraries.
- Managing design pipeline, conducting senior stakeholder presentations.
- Quant/qual research, writing/organising testing briefs and lab sessions.

Senior UI Designer

August 2015 – July 2017

Guiding a UI team of 4 in introducing data-driven features to the Sky Store e-commerce platform on mobile, desktop and responsive web.

- Managing team workload and stakeholders, providing design tools and supporting designers growth & development.
- Accessible / responsive design of transaction and content experience.
- Finalising Sky Store as a low maintenance product without further UX/UI needed, at a 30% market share of digital ownership.

Interaction Designer

August 2012 – August 2015

UX/UI design of the Sky+ set-top box and app.

- Key focus on accessibility, brand guidelines and business value.
- Leading the design of the Sky+ homepage, used daily by 10 millions households across the UK, increasing On Demand views by 60% YOY.

CONTACT



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REFERENCES

References are available
on request.

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BEFORE PRINTING THIS RESUME.

CONTINUED

● REQUESTEC LTD.

London, UK

● **Front-End Designer & Developer** *October 2010 – August 2012*

I was responsible for design work serving high-profile clients including Nokia Siemens Networks and Time Warner Cable. I delivered branding for several websites, social networks and multiple iOS / Android apps.

- Supporting the wider team by conducting design tutorials
- Web development by hand-coded HTML, CSS3, and jQuery.
- Designing and building mobile apps via XCode/Eclipse and Phonegap.
- Video shooting and montage, audio recording and editing.

● STATOIL (NOW EQUINOR)

Stavanger, Norway

● **Visual Design Intern**

June – August 2010

I was hired on a 2.5 month internship to create a visualization of Statoil's 2020 strategy. In a small team we created a commercial film for online, internal comms and presentation purposes.

● VITEAU B.V.

Utrecht, the Netherlands

● **Digital Design Intern**

February – July 2006

During this 6 month internship I created multiple brand identities and designed web pages for each. During a promotional video project I was responsible for script writing, film directing / producing and DVD menu design. DTP tasks such as designing logos, stickers and outdoor banners.

FREELANCE EXPERIENCE

ACTIVE LANGUAGE TRAVEL
The Netherlands

● Web design and development, print design

WE-FLEX PERSONNEL
The Netherlands

● Web design and development

CALVETTI & CO
Florida, USA

● Web design and development

MAC STONE PHOTOGRAPHY
Florida, USA

● Web design, development and graphic design

ORGANIZACIÓN GUARUMA
La Ceiba, Honduras

● Web design

C.A. SPANISH SCHOOL
La Ceiba, Honduras

● Graphic design and content management