



## Max Senden

Sr. Product (UX/UI) &  
Service Designer

*I help financials design solutions for complex problems as simple as possible - and no simpler.*

### About me

I'm a husband, father, and designer. For the past 8 years I've worked exclusively with clients of all shapes in sizes within the Financial Services Industry.

One of my primary goals as a designer is to guide and educate people into developing positive financial habits.

### Personal

- Dutch citizen
- 38 years of age
- Living in Gouda, Zuid-Holland
- Speaks Dutch, English & bit of Chinese

### Expertise

- User Interface & Experience Design
- Process flows & Service Blueprints
- Research, Prototyping & Testing
- Atomic Design Systems
- Concept development

### Hobbies

- Miniature painting (Warhammer 40k)
- Investing (high dividend yields)
- Carpentry (building furniture)

### Contact

- [www.studiomaxsenden.com](http://www.studiomaxsenden.com)
- [maxsenden@gmail.com](mailto:maxsenden@gmail.com)
- [in/maxsenden](https://www.linkedin.com/in/maxsenden)
- +31 6 810 270 60

### How I can help you

- Use Design Thinking to make customers and employees alike fall in love with your core offering.
- Design Intuitive Interfaces & Human-Centric Experiences that enable customers to achieve their goals.
- Create Service Blueprints to identify touchpoints, backend processes, and customer interactions.
- Set up Atomic Design systems that speed up & simplify the delivery process of your product teams.
- Conduct UX audits to remove bottlenecks and accessibility issues to increase conversion & sales.

### Why you want to work with me

- 15+ years of UI, UX, Product & Service Design for scale-ups, agencies, and global enterprises.
- Specialised in design for financial services industry & fintech. CFA to back it up.
- One-person design team if need be.
- Lead or coach your current design team to improve its processes and skillsets.
- I'll tell you what you need to hear, even if you don't like it.
- Agile Scrum, Kanban, Waterfall, or a mix of everything.
- Facilitated over 250 user interviews of which the results were used to make key decisions.

## Experience

1/2

### **Sr. Product Designer**

Studio Max Senden

1.2009 – present

Product and Service Design for 25+ clients in the Financial Services Industry. Ranging from startups to multinational corporations with a global reach. Facilitated dozens of Design Sprints and creative workshops.

### **Sr. Service Designer**

ING

7.2023 – 9.2024 / Freelance

Design of new B2C & B2B products for Consumer Lending, Insurances, and Loyalty. Improved conversion, sales and accessibility performance of ING website and app. Facilitation of Design Thinking workshops & usability tests.

### **Sr. Product Designer**

Litebit

2.2022 – 6.2023 / Full-time

Redesign of Litebit's core offering. Design of new product features. Set up 'Litbit Labs', an internal usability testing center with 200 registered participants. Facilitation of Design Thinking workshops & usability tests.

### **Sr. UX Designer**

LYNX Interactive Brokers

4.2021 – 1.2022 / Full-time

Redesign of onboarding process & trading platform from concept to delivery. Directed 'Sales & Marketing' in mapping out end-to-end journeys of new customers that resulted in a 15% increase of new customers.

### **Sr. UX Designer**

VI Company

10.2017 – 3.2021 / Full-time

Design Team Lead. Conducted weekly Design Reviews, and coaching sessions. Creation of a design manifesto. Design for various client projects including ING, Van Lanschot, Alloq, BNP Pararibas and KMPG.

### **Sr. UX Designer**

ING

1.2021 – 3.2021 / Contract

Increased sales for 'ING Sprinters' with 28% by removing irrelevant content, designing from a mobile-first perspective and eliminating accessibility issues.

### **Md. UX Designer**

Alloq

10.2020 – 12.2020 / Contract

Facilitated co-creation sessions and creative workshops with asset managers and SaaS developers. This included creating priority matrixes, flow charts, and pitch decks.

### **Md. UX Designer**

Techleap

4.2020 – 6.2020 / Contract

Concept development of a new application platform. Created an end-to-end interactive prototype. Processed iterations based on feedback and new insights. Aligned the UI with Techleap's brand guidelines.

### **Md. UI Designer**

VanEck

10.2019 – 12.2019 / Contract

Implemented VanEck's brand throughout newly acquired marketplace 'Think ETFs'. Created end-to-end interactive prototypes in Figma. Created hand-over files for development teams and wrote extensive documentation.

### **Md. UX Designer**

KPMG

4.2019 – 7.2019 / Contract

Concept development of specialized dashboard for corporate asset managers. Created an end-to-end interactive prototype. Processed iterations based on feedback and new insights from target audience.

## Experience

2/2

### Md. UI Designer

ING

2.2018 – 1.2019 / Contract

Design of a Small Medium Enterprises business loan platform for France, Italy, and Spain using ING's design system. Fully accessible platform: even blind entrepreneurs using assistive tools could effortlessly apply for a loan.

### Md. UX Designer

Van Lanschot Kempen

9.2018 – 12.2018 / Contract

Design for the onboarding and risk assessment profiling of new clients for Van Lanschot's wealth management platform. Created prototypes for usability tests and aligned the UI with Van Lanschot's newly launched brand.

### Md. UX Designer

BNP Paribas Markets

10.2017 – 1.2018 / Contract

Design for the development of new features including Market Sentiment Indicator and Table Filtering System. Created paper & end-to-end interactive prototypes in Adobe XD for usability tests with active customers.

### Md. UX Designer

Municipality of Almere

4.2016 – 10.2016 / Contract

Design of the interactive digital essay on the future of Water Management in the City of Almere and its surrounding regions. The report includes detailed data visualisations. Later published as a book.

### Md. UX Designer

Schiphol Real Estate

1.2016 – 3.2016 / Contract

Concept development of Schiphol Real Estate's 'Pioneer Park'. The project turned a deserted part of the Schiphol region into a thriving historical area for tourists, hotels & businesses alike.

### Teacher UX/UI Design

Technical University Delft

2.2015 – 1.2016 / Freelance

Teaching students the basics of User Interface and User Experience Design, and how to read and write semantic HTML and CSS. After the end of 7 classes, each student had designed & coded a simple website.

### UX & UI Designer

Multiple clients

2007 – 2015

Back in 2007 I landed my first paid design project. However, I think it's needlessly excessive to present all of my work history dating that far back.

## Certificates

1/2

### OOUX Fundamentals

Udemy

9.2024

Object-Oriented UX doesn't replace anything Designers are already doing, like Design Thinking. Instead, it complements and powers-up UX research, UX copy, task flow design and design systems work.

### Service Design

Masterclass

Udemy

9.2024

How to create & manage high-impact customer experiences by applying key Service and Product Design techniques.

### UX audits

Udemy

9.2024

Auditing the quality of an app, website or enterprise software system's user experience (UX) is the fastest way to figure out what's working, what isn't, and how to improve it.

## Certificates

2/2

### Product Design in AI

Udemy

5.2024

How to prototype AI-powered products that meet the needs of your target users, and take into consideration the ethical and legal considerations involved with that.

### Design for accessibility (WCAG 2.2)

Udemy

4.2024

A set of 51 essential best practices for designing accessible interfaces and experiences.

### Design Thinking

IDEO U

6.2022

Learn and practice the core concepts of design thinking from IDEO - the company that has been honing the methods of a human-centered approach to business for over 40 years.

### Foundations

CFA Institute

12.2020

An overview of the essentials of finance, ethics, and investment roles, providing a clear understanding of the global investment industry including terminology and foundational concepts.

### Think101

University of Queensland

2.2017

Explores the nature of everyday thinking. Why people believe weird things, how to deal with opinion change, and why expectations and emotions skew our judgements.

## Education

### Master of Design

St. Joost School of Design

2009 – 2011

Graduated with honours. Studied in an international setting with peers & tutors from all over the world. Design of websites, books, posters and fonts while taking a deep-dive into theories behind the design of each.

### Bachelor of Design

Zuyd University

2006 – 2009

Graduated with extra honours. Design of websites, books, posters and fonts while taking a deep-dive into theories behind the design of each. Launched a design studio with 7 of my fellow design students.

## Skills

Product Design

Design Thinking

Atomic Design

Information Architecture

Accessibility (WCAG 2.2)

Usability testing

Prototyping

UX Audits

UX Writing

Figma, Sketch, Adobe XD

Process flow charts

Interaction Design

Customer Journey Mapping

Service Blueprints

Design Systems

Data visualization

User interviews

HTML & CSS

Responsive web design

Concept development

Mentorship & coaching

University teaching

Documentation

UX Audits

UX Research

User Personas

Illustration