



## Ramiro Zeijlemaker

Senior UX Product Designer /  
Strategist

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## Summary

I am Ramiro, an experienced creative. As a UX Designer and Strategist, I have over 7 years of experience with white-label SaaS applications. I enjoy looking at the bigger picture, from understanding the user through interviews, surveys, and accessibility research, to creating interactive prototypes and annotated wireframes. I thrive in Agile environments. With proficiency in both hard and soft skills, I enjoy engaging with diverse users or experts, translating what I have learned into robust designs using tools such as Adobe XD, Figma, and InVision. The most rewarding aspect of my work is collaborating with talented, passionate, and visionary individuals.

## Work experience



### Senior UX Designer / ZyLAB

Oct 2016 – Present (7 yrs 1 mos)

#### Situation:

Upon joining ZyLAB in October 2016, the company had a white-label SaaS application called ZyLAB ONE, focused on eDiscovery users, which required consistency and improvement in user experience.

#### Goal:

Establish a cohesive and user-centric experience for desktop platforms within the SaaS application ZyLAB ONE.

#### Tasks:

- Facilitated research workshops during stakeholder management.
- Built a research plan to improve and validate design decisions.
- Defined the UX strategy and vision.
- Worked on SaaS products in Agile environments within the eDiscovery field (ZyLAB ONE, Legal HOLD).
- Built and iterated a design ecosystem from scratch.
- Participated in usability sessions with clients to validate the design.
- Worked with designers and engineers passionate about their work.
- Played with the latest design software tools such as Figma, Adobe XD, and InVision.
- Mentored junior designers new to UX design.
- Organized brainstorm sessions for UX visibility.
- Stayed updated on UX/UI trends and the latest design tools.

#### 2016 - Present:

- Conducted story mapping and customer journey mapping.
- Created interaction designs and defined patterns.
- Developed interactive prototypes for regular user tests.
- Presented design solutions to stakeholders, explaining design decisions and incorporating feedback into the iterative cycle.
- Collaborated within a multidisciplinary SCRUM team.



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### 2018 - 2021:

- Established a User Research program.
- Implemented user interviews in an AGILE work environment.
- Convinced the organization to shift from a Feature-driven to a Data-Driven focus.
- Planned, executed, and analyzed user research.
- Developed a hiring strategy and outlined a hiring process.
- Built up the UX design team.

### 2021 - 2023:

- Established a User Research program.
- Implemented user interviews in an AGILE work environment.
- Convinced the organization to shift from a Feature-driven to a Data-Driven focus.
- Planned, executed, and analyzed user research.
- Developed a hiring strategy and outlined a hiring process.
- Built up the UX design team.



### Owner / BeCreativedesigns

2011 – Present (11 yrs)

Haarlem, Nederland

#### Goal:

Listening to clients and providing solutions to their problems through various UX tools and methods.

#### Tasks:

Conducted UX scans on existing websites and recommended improvements.  
Created entirely new user experiences, depending on the project scope.  
Collaborated with clients to solve problems and provide solutions.



### Senior UX Designer – Head of Ecommerce / ECI Software Solutions

Januari 2015 – Oktober 2016 (1 yr 10 months)

Amsterdam, Nederland

#### Goal:

Establish a new user interface in the B2B eCommerce platform to make content management more understandable and maintainable for clients.

#### Tasks:

- Conducted research on existing B2B customer webshops to identify shortcomings.
- Developed a user-friendly and responsive design for the B2B eCommerce platform.
- Collaborated with clients to understand and improve the user experience.



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### **Interaction Designer - Content Web Designer / Heuvelman Sound & Vision B.V.**

September 2011 – Juli 2014 (2 jaar 11 maanden)

Culemborg, Nederland

#### **Situation:**

Heuvelman Sound & Vision B.V. aimed to create innovative and reliable audiovisual total solutions for their clients.

#### **Goal:**

Creating innovative and reliable audiovisual total solutions for clients.

#### **Tasks:**

Assisted clients in creating new content with the best user experience on every device or location. Designed audiovisual total solutions for conferences and in-house applications.



### **Web Designer / SLAM!**

Augustus 2007 – Mei 2008 (10 maanden)

Hilversum, Nederland

#### **Situation:**

The radio station SLAM! had weekly events that they shared on the radio.

#### **Goal:**

Reflecting weekly events on the website and improving SLAM!'s online presence.

#### **Tasks:**

Created impressive landing pages, banners, videos, and other interactions within the branding guidelines.



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## About me

I get excited about opportunities where I'm able to:

- Define the UX Strategy & Vision
- Build together a design ecosystem from scratch.
- Create support for UX Design in a Feature-driven organization.
- Establish consistency, resolving pain points through Agile methodologies.
- Convince UX Stakeholders through Workshops / Stakeholders management sessions.
- Participate in user research to improve and validate design decisions.
- Participate in usability sessions with clients to see validate the design.
- Work with designers and engineers who are passionate about the work they do.
- Play with the latest design software tools such as Figma, Adobe XD, and InVision.
- Mentoring junior designers who are new to the UX design.
- Organize brainstorm sessions with the company for UX visibility.
- Look out for the UX/UI trends and the latest design tools!

## Education



### UX Academy Nederland

UX Senior Leadership  
Aug 2021 – Oct 2021



### Amsterdam University of Applied Sciences

Bachelor's Degree, Interactieve Media  
2005 – 2009

### Mediacollege Amsterdam

Associate's Degree, Web/Multimedia Management and Webmaster  
2001 – 2005



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### Tools

Adobe XD, Figma, Sketch, Balsamiq, Miro, Hotjar, Dovetail, Illustrator, Photoshop, Maze, Useberry, Jira + Confluence, Hubspot, Sendgrid, Pendo, HTML5, CSS3, Angular Material Design,

### Skills

UX Strategy, UX Roadmap, User Personas, UX Research, User Interviews, Usability Testing, Design Sprints, Design Thinking, Figma (Software), Mentoring.

### Favorite Books

Six Thinking Hats  
Edward de Bono

Don't make me think  
Steve Krug

The Design of everyday things  
Don Norman

UX Strategy  
O'reilly