Jasper Dekker **|** User Experience Design

Hey, I'm Jasper! I'm a UX leader with 10+ years experience working with multidisciplinary teams across Europe, Asia, and North America.

At Native and Smart Design, I developed expertise in marrying physical and digital experiences, for well-rounded ecosystems. My core skills center on digital product ranging from early user research, wireframing, and prototyping to design and delivery.

Contact me

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Smart Design

Associate Design Director	2020 - present
Senior Interaction Designer	2016 - 2020

I direct and contribute to multi-disciplinary projects through a user-centered process, while keeping technology and business goals in mind. Across the team, I promote an open forum for feedback and critical thinking from all members. I lead by example and balance creative support with clear direction on the project point-of-view.

- **Merck** Led a 16-month UX / UI program to design and deliver a full UX / UI design system and perfusion bioreactor HMI for the bio-engineering branch of the company.
- **Gatorade Gx** Led user research with high school athletes and product definition for fitness accessory tracker and companion app, further expanding Gx's digital-physical product ecosystem.
- **Ford Smart Mobility** Led the design of a suite of mobile and desktop apps as part of a 'last mile' delivery system, which allowed multi-modal package delivery in dense regions.
- **Amplifon** Led UX with a vision for a multi-year rollout of a global customer experience program, including a customer consultation protocol overhaul and a hearing-aid companion app design.

Native Design

Senior Interaction Designer	2015 - 2016
Interaction Designer	2013 - 2015

As a UX design lead, I contributed to large and small consumer-focused projects with both digital and physical components.

- **Samsung** Led UX exploration of novel TV remote and UI concepts 3 years into future
- **HP** Led UX efforts on a 3D scan suite of physical and digital products for the Sprout computer.
- **Lincoln / Ford** UX designer on large scale vision project for future user experience within autonomous vehicles. Developed novel HMI concepts around car-driver interaction creating new IP (earning 5 utility patents in my name).

frog

Interaction Designer	2011 - 2013

I contributed to the team as a UX / UI designer on a range of consumer-facing digital design projects for retail, pharmaceutical and media industries.

- **Sky Italia** Designed UX and information architecture for Sky Italia's Formula 1 sub-website.
- **Du** Supported UX design and motion design on a multi-touchpoint media content platform for a large telecom company in the Middle East.

Education
Master of Science, Industrial Design (2009)
Eindhoven University of Technology, The Netherlands

Bachelor of Science, Industrial Design (2006)
Eindhoven University of Technology, The Netherlands

Soft skills

- Represent and champion excellent UX design in product stakeholder teams
- Coordinate multiple disciplines
- Absorb complexity and distill core value propositions and principles
- Run project stakeholder workshops
- Mentor junior designers (currently 2 direct reports)

Hard skills

- Sketching / wireframing
- Digital UI prototyping
- Physical UI prototyping
- Storyboarding
- Feature prioritization and sizing for Agile
- Trend research and distillation
- Product / market landscape audit
- Qualitative user research (group or IDI) for validation, A/B, and insights
- Motion design

Tools

- Digital wireframing and UI design (Figma, Sketch, Adobe CS)
- Digital UI prototyping & motion (Principle, Figma, Sketch, Invision, After Effects)
- Physical computing (Arduino, electronics - sensors/actuators)
- Physical design and prototyping (Fusion 360, various 3D printing methods, Keyshot)
- Remote workshop facilitation (Miro, Mural, Zoom)

Awards

- **Fast Company Innovation by Design**
  Mobility & Sustainability (Honorable Mention) // Ford Mobility Last Mile Delivery (2021)
- **Service Design Network**
  Best Commercial Project // Amplifon CX Transformation (2021)
- **DMI** - Design Value Award (Silver) // Amplifon CX Transformation (2020)
- **IDSA** - Digital Interaction (Gold) // Lincoln Autonomous Vehicle Simulator (2018)