

RESUME

Hi, I'm Tom ten Voorde. Nice to meet you. ☺

Senior product designer with a background in branding, art direction and digital design. I take a focused approach to complex problems: getting to the core of an issue and making the solution feel clear and obvious. Currently working on a B2B SaaS product at Nedap, collaborating closely with product and engineering in a distributed team. Looking for a product design role where craft and user-experience matter.

- Senior product designer
- SaaS
- Complex systems
- Design systems
- B2B
- Branding
- Art direction

Experience

Dec 2024 → Present → Nedap Pace, SaaS PIAM product, design lead

Complex domain UX
Designed UX for a highly technical PIAM SaaS product translating complex flows into clear, user-friendly experiences.

Product vision
Contributed to product direction by turning abstract problems and constraints into concrete UX decisions with product management. Turned vision into direction by design principles.

Cross-functional collaboration
Collaborated closely with engineers and product management in a distributed setup, staying involved from early exploration through implementation.

Design consistency + patterns
Improved consistency across the product by evolving a shared design system, patterns and components as the product and teams grew.

Oct 2022 → Dec 2024 → El Niño, digital design agency, design lead

UX/UI design direction
Led UX/UI direction for websites and digital platforms, helping clients move from initial ideas and requirements to clear design solutions.

Hands-on delivery
Worked across the full process from early flows to final UI and developer handoff, staying close to implementation.

Design leadership + quality
Led and supported the design team, providing direction, feedback and guidance to ensure quality and consistency across projects.

Client + stakeholder management
Acted as the primary design contact for clients, aligning on goals, explaining design decisions and adjusting direction as projects evolved.

Jan 2020 → Oct 2022 → Vanille Design, branding + design studio, art director

Studio lead
Led the studio day-to-day, setting creative direction, planning work and keeping focus across multiple projects.

Workshop facilitation
Planned and led client workshops to uncover goals, values and challenges as the foundation for creative work.

Creative briefs
Translated workshop outcomes and client input into clear creative briefs for the studio team.

Creative direction + craft
Oversaw concepts and execution across branding and design projects, ensuring coherence and a high level of craft.

Earlier experience

2016 → 2020 → El Niño, UX/UI designer
Worked on digital design projects, collaborating closely with developers and clients across UX, UI and handoff.

2015 → 2016 → Vanille Design, graphic designer
Worked on branding and visual design projects across print and digital. Built a strong foundation in branding, typography, layout and visual systems while collaborating closely with clients.

2012 → 2015 → Studio Vanderveer, graphic designer
Designed visual identities, campaigns and communication materials for a range of clients. Gained experience translating brand strategy into consistent visual execution across different channels.

Education

2007 → 2010 → Bacehlor of Arts, ArtEZ University of the Arts

2006 → 2007 → Design and Applied Arts, Saxion University of Applied Sciences

2003 → 2007 → Deltion College

Other

- Skills

- Product design
 - UX/UI design
 - Design systems
 - User-centred design
 - Complex system
 - B2B SaaS
 - Stakeholder management
 - Workshop + desicoverly
 - AI workflow optimisation
- Tools

- Figma
 - Adobe CC
 - Fontab, Glyphs
 - Claude, OpenCode
- Languages

- Dutch, native
 - English, fluent
 - German, intermediate

Portfolio

tomtenvoorde.design