Dirk Jan Aalbers

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Summary

I work as freelance UX Architect in the blockchain space and specialise in financial or payment products. Let me know if I can help out with new Assignments/Projects/Businesses.

Experience

Head of Design
Brillion
Jun 2024 - Present (3 months)
Brillion is a smart wallet designed for the seamless adoption and management of digital assets.
The all in one solution connects directly to your bank account, enabling simple onboarding to crypto and emerging asset classes like Real World Assets (RWAs). With innovative features like KYC and biometric transaction signing, Brillion removes the complexity of daily wallet management while retaining security.

Freelance IT consultant - UX / BizDev / PM / PO
Interactielink
Jan 2015 - Present (9 years 8 months)
I'm interested in complex (blockchain) projects. My specialty is in Banking / Finance / payments.
Please find my portfolio on https://interactielink.nl/

Business Developer / Project Manager (Xaman Wallet)
Xaman
Jan 2023 - Jun 2024 (1 year 6 months)
Building retail- and cbdc solutions on the XRP ledger ecosystem

UX Architect & Researcher
Xaman
May 2022 - Jun 2024 (2 years 2 months)
Improving the user experience for the non-custodial Xaman wallet App on the XRP ledger, which has monthly 150k active users.

Sr. UX Architect (parttime)
Cryptohopper
Aug 2021 - Jan 2023 (1 year 6 months)
Cryptohopper offers algorithmic AI trading bots for 16+ crypto exchanges.
This API platform has an App + web platform which I worked on for a seamless User Experience. I did this in multiple roles (UX lead, Product Owner, Designer).

UX Architect

Knab

Jan 2020 - May 2022 (2 years 5 months)

I translate the strategy and objectives of Knab (both from a business and a IT perspective) into suitable solutions in different roles. Currently I'm working on the migration between Aegon Bank and Knab.

UX Lead

Knab

Oct 2018 - Feb 2020 (1 year 5 months)

The financial platform for all your money matters. We're growing from a startup to scale-up.
- Leading a team of 9 awesome designers
- Parttime Sr. Designer for complex projects

Product Owner Sitecore

Knab

Jan 2019 - Jan 2020 (1 year 1 month)

Senior UX Designer

UWV

Mar 2015 - Oct 2018 (3 years 8 months)

In a small multidisciplinary team I'm responsible for the look and feel of multiple platforms with major visits (see below) to improve the usability of our clients. We use Design sprints, A/B testing, Mockups, Sandbox, extensive User research. I am part of multiple Scrum teams as stakeholder as well as a team member. Besides my Visual- and Interaction designs I advise the business and sr. management about future development, and how to put new Dutch laws into designs.

Responsible for:
• Uwv.nl - (4 mln. visits per month)
• Werk.nl - (2,58 mln visits per month)
• MijnUWV.nl - (2 mln. visits per month)
• Werkmap - (1,7 mln. visits per month)
• (More...)

UX Director

PLAYMAX - ECHOPLATFORM.APP - ASSETSIN3D

Jan 2015 - Dec 2017 (3 years)
• Solution partner for Virtual and Augmented Reality
• Intermediate between offshore developers and the Dutch industry
• Founded by 4 IT/VR Specialists

UX Manager

HCLTech

Oct 2014 - Dec 2014 (3 months)

HCL and Aegon started a joint-venture through cXstudio (customer experience studio) which operates as an Agile startup. With 24 people we managed all digital innovation and tried to provoke a digital

culture. I was a business partner who translated ideas into UX designs and products by managing 3 teams.

Consultant Interaction Designer / UX Designer
Atos

Jan 2011 - Oct 2014 (3 years 10 months)

Beside my role as consultant I was also:
• Competence Manager where I was responsible for a group of 8 people for their knowledge on UX.
• Advising on internal propositions
• Contact person with the Oracle UX team.
• Working on a strategy for a mobile framework

Senior UX Consultant
Sociale Verzekeringsbank

Jul 2014 - Sep 2014 (3 months)

Assignment by Atos to work on better user experience for www.mijnpensioenoverzicht.nl. My tasks were:
• Making a problem analyses / impact analyses
• Assuring the quality of the website.
• Creating clear design guidelines
• Improvements of guidelines
• Visual design

Senior Interaction Designer / UX designer
ABN AMRO Bank N.V.

May 2011 - Jun 2014 (3 years 2 months)

Assignment by Atos to get their knowledge of Interaction and User Experience design on a next level on the department of Internet & Mobile. Within a small team of 6 people, we were responsible for:
• The look & feel of 4400 software programs (intranet)
• Brand management
• ABN AMRO.com, Private banking site, Large corporates and Merchant banking sites.
• Subsidiaries of ABN AMRO such as Bethmann Bank for example.
• Usability testing

Consultant Interaction Designer

Apr 2010 - Dec 2010 (9 months)

This is an digital agency where I primarily working on:
• Building wireframes for FOAM.org (fotomuseum Amsterdam) and a complex B2C website.
• Presenting designs/wireframes to the client.
• Visual Design

Consultant Interaction Designer
Nelen & Schuurmans

Apr 2009 - Apr 2010 (1 year 1 month)

Working on the usability of Turtle and Lizard modeling systems that are based on water performances. I developed solutions for short- and longterm improvements.

Consultant Interaction Designer
PCM Uitgevers
Sep 2007 - Aug 2008 (1 year)
Research on communication strategies for different newspapers where I advised on future roles of the company and making recommendations on websites: NRC Handelsblad, Volkskrant and DAG.

Education

The Open University
Master of Arts (MA), Interaction Design
2008 - 2009
Nominated for Dutch game awards 2009 (Graduation project)

HKU (Hogeschool voor de Kunsten Utrecht)
Bachelor's degree (ing.), Interaction design
2005 - 2008

ROC Horizon College
Application developer
2003 - 2004

ROC Horizon College
Medewerker Beheer ICT, Network engineer
2000 - 2003

Licenses & Certifications

Personal Empowerment - Atos NL HR - Talent Management - Atos

Masterclass Gedragsbeïnvloeding - Centrum voor Criminaliteitspreventie en Veiligheid

Self Management - NIMA e-coaching programs

EXIN Agile Scrum Foundation - Computrain

Skills

Business Development • UX Research • User Experience Design (UED) • product owner • UX design • Project Management • User Experience • Interaction Design • User Experience Design • Human Computer Interaction