

# Marigo Heijboer

Service designer | Experience Strategist |  
Systems Thinker | UX designer

## About me

I am a driven Service Designer, passionate about creating seamless, human-centered experiences that balance user needs and business strategy. I love to dive into complex processes and translate these into valuable concepts and services. With more than 10 years of expertise in design-thinking, journey mapping, service blueprinting, co-creation and stakeholder management, I help organisations rethink services across digital and physical touchpoints.

## Ervaring

2024 - heden

### Senior Service Designer @de Volksbank

Service Design | Cross-functional collaboration | Co-creation | Stakeholder management

- Managed end-to-end customer experiences across multi-functional teams, increasing customer engagement and operational efficiency in bank compliancy processes.
- Designed service blueprints to align business processes and customer touchpoints, reducing customer friction.
- Led co-creation and customer journey workshops driving stakeholder and team alignment on service strategy and impact.
- Conducted journey research and user analysis to design data-driven improvements.
- Inspired teams on service design, empowering a human-centered design approach.

2021 - 2024

### Senior UX/UI Designer @Sping

Enterprise UX | Concept design | Service Design | UX strategy | Product owner

- Led service design projects, redefining processes and system design to enhance customer experience and efficiency in various industries.
- Facilitated stakeholder workshops and co-creation sessions, driving alignment on business and service strategy and project approach.
- Conducted user research and customer interviews to inform design decisions and stakeholder decisions.
- Coached junior designers and developed a design proposition to support in sales.

## Key skills

- Design-thinking approach
- Customer journey mapping
- Service blueprinting
- Stakeholder management & engagement
- Workshop facilitation
- Co-creation
- Story-telling
- (Complex) Systems thinking
- Exploratory research

## Personality

- Creative
- Outgoing
- Analytical
- Passionate
- Independent

## Accomplishments

- Product owner certificate (PSPO I)
- Talks at 'Ladies that UX' and 'UXify' about Calm UX and UX for AI

2019 - 2021

## Lead UX/UI Designer @BearingPoint Caribbean

Service design | UX/UI design | UX research | Concept design | Stakeholder management

- Led the design of an innovative and scalable online tax platform for the Caribbean, increasing adoption rates and compliancy by motivating tax payers to file and pay on time.
- Facilitated co-creation sessions and stakeholder workshops, to align on vision and approach and drive customer experience forward.
- Conducted user interviews, field studies and service pilots to optimize customer experience, compliance and efficiency.
- Optimized business processes and system design through cross-functional collaboration and systems thinking.
- Led organizational sessions on design methods and agile processes, fostering a human-centered approach.

2017 - 2019

## Senior UX Designer @CLEVER°FRANKE

UX design | Service design | UX research | Concept design | Product owner

- Envisioned and designed multiple data platforms, delivering personalised and actionable insights and improving business efficiency.
- Analyzed and translated complex data structures into cohesive system designs for functional and appealing platforms.
- Led co-creation and stakeholder workshops to align on business goals, service strategy and value propositions.

2014-2017

## Interaction Designer @Mirabeau

UX design | Design sprints | UX research | Concept design

- Designed platform interactions for banking portals, B2B webshops, parking apps and more, enhancing usability, value and engagement for customers.
- Conducted user interviews and usability tests for 20+ clients, driving customer experience and efficiency across multiple projects.
- Led stakeholders sessions and design sprints to align vision and strategy, and foster a design-thinking mindset.

## Education

2010 - 2013

MSc Human Technology Interaction  
TU/e Eindhoven

Research, human behavior & psychology

2012 - Semester University of  
Technology Sydney, Australia

2005 - 2010

BSc Industrial Design  
TU/e Eindhoven

Design-thinking, interaction design,  
concepting & research

2007 - Semester Georgia Institute  
of Technology, Atlanta, VS

2008 - 2009

Study Association Lucid  
Board year - Secretary & External  
affairs

1999 - 2005

VWO Natuur & techniek  
Bernardinuscollege, Heerlen

## Contact

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