

Marigo Heijboer

Service designer | Journey Leader | Design Strategist | Systems Thinker

About me

I am a driven Service Designer, passionate about creating seamless, human-centered experiences that balance user needs and business strategy. I enjoy diving into complex processes and translating them into valuable services and concepts. With over 10 years of experience in design thinking, journey mapping, service blueprinting, co-creation, and stakeholder management, I help organizations rethink services across digital and physical touchpoints, and enable teams to work in more service-oriented ways.

Experience

2024 - current

Senior Service Designer @ASN Bank

Service Design Lead | Service strategy | Cross-functional collaboration | Stakeholder management

- Managed end-to-end customer experiences across cross-functional teams, improving customer engagement and operational efficiency in bank compliance processes.
- Created and implemented service blueprints to align business processes and customer touchpoints, reducing customer friction.
- Led co-creation and customer journey workshops aligning stakeholders and teams on service strategy and impact.
- Conducted journey research and analysis to drive data-driven service improvements.
- Championed and established Service Design practices within the bank, embedding human-centered service thinking into customer journey and strategic initiatives.
- Coached and supported designers in developing Service Design skills, identifying capability gaps and supported in ongoing projects.

2021 - 2024

Senior UX/UI Designer @Sping

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

- Led service projects for various industries, redefining services and system design to enhance customer experience and operational efficiency.
- Facilitated stakeholder workshops and co-creation sessions, aligning teams on business goals, service strategy, and project approach.
- Conducted customer research and interviews to inform both design decisions and stakeholder decisions.
- Coached junior designers in skills and project approach and developed a design proposition to support Sales.

Key skills

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

Personality

- Creative
- Outgoing
- Analytical
- Passionate
- Independent

Accomplishments

- Talk at International Customer Experience Management Summit about Seamless Experiences
- 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 | Concept design | UX/UI design | UX research | Stakeholder management

- Led the design of an innovative and scalable online tax platform for the Caribbean, increasing adoption and on-time compliance.
- Facilitated co-creation sessions and stakeholder workshops to align on vision and approach and advance the customer experience.
- Conducted user interviews, field studies and service pilots to optimize customer experience, compliance and operational efficiency.
- Improved business processes and system design through cross-functional collaboration and systems thinking.
- Organized and facilitated organizational sessions on design methods and agile processes, fostering a human-centered approach.

2017 - 2019

Senior UX Designer @CLEVER°FRANKE

UX design | Concept design | UX research | Service 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

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