

Jeroen Sedelaar

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I'm a freelance senior product designer leveraging AI to transform complex challenges into intuitive, impactful user experiences. With 15+ years in the field, I specialise in harnessing AI-driven tools and methodologies to optimise creative output and accelerate design solutions.

Experience

Belfius - Freelance Senior UX/UI Designer

Feb 2025 - Current

As a UX Designer at Belfius, I work on the design system that underpins one of Belgium's leading banking platforms — shaping the components, patterns, and design language used across web and mobile products.

My focus is on building consistent, accessible, and well-documented UI foundations: from defining component anatomy and interaction states to establishing semantic colour systems and UX writing guidelines — always grounded in WCAG compliance and real banking context.

I care deeply about the details that make a design system actually usable: clear naming conventions, honest documentation, and examples that reflect how real people bank in Belgium.

UCB - Freelance Senior UX Lead CONVERSE

Nov 2024 - Oct 2025

In my role at UCB, I served as the UX Lead for the CONVERSE content migration project, where I was responsible for migrating over 200 websites to a new stack.

I played a pivotal role in establishing a multibrand design system that improved user experience and streamlined design processes.

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Elia Group - Freelance Senior UX/UI Designer

Apr 2024 - Oct 2024

I focused on enhancing the Lighthouse Application Monitoring Tool. My role involved conducting user research and interviews to understand user needs, which informed the design of a new interface aimed at improving usability and engagement.

Skills

Design

Design Systems · User Experience Design · Interaction Design · User Interface Design · Prototyping Usability Research · Journey Mapping · Wire Framing · Prototyping User Testing · Web Design · App Design

Software

ChapGPT · Claude · Perplexity · Midjourney · Stitch · Relume · Uizard · Notion · Figma · Figma Make · Figma Buzz · Figma Slides · Miro · MazeAI · Zeroheight · Lovable · Condens · Microsoft Teams · Slack

Odido Nederland - Freelance Senior UX/UI Designer

Sep 2023 - Jan 2024

At Odido Nederland, I contributed to various design projects that enhanced user experience and brand identity. My work included developing a comprehensive design system, redesigning the company website, and leading the rebranding of the Zyxel app. These initiatives aimed to create a cohesive and engaging user experience across all digital platforms.

T-Mobile Nederland - Freelance Senior UX/UI Designer

Mar 2016 - Sep 2023

At T-Mobile Nederland, I focused on developing unique design systems for their A-brand and sub-brands, Tele2 and Ben. My role involved collaborating closely with various teams to ensure a cohesive user experience across all platforms.

I utilised my expertise in UX design to elevate brand identity and user satisfaction.

Suitsupply - Freelance UX/UI Designer

Nov 2014 - Jan 2015

At Suitsupply, I focused on crafting a visually appealing and user-centric recruitment platform.

My role involved designing the visual identity and creating mockups that effectively communicated the project's vision. This experience allowed me to refine my design skills while contributing to a dynamic startup environment in Amsterdam.

Philips Design - Freelance UX/UI Designer

Jun 2011 - Aug 2011

During my time at Philips Design, I contributed to the enhancement of the consumer website, specifically targeting product pages and the checkout process. My role involved collaborating with various teams to ensure a seamless user experience. I focused on improving user engagement and streamlining the purchasing journey, which is crucial for customer satisfaction.

LBi Lost Boys - Visual Designer

Sep 2009 - May 2011

At LBi Lost Boys, I played a pivotal role as a Visual Designer, contributing to a wide array of projects such as websites, iPhone applications, and print designs. My responsibilities included creating engaging icon sets and ensuring that all designs aligned with the brand's vision. This experience allowed me to refine my design skills and collaborate with a talented team in a vibrant startup environment.

jeroensedelaar.com - Freelance Senior UX/UI Designer

Jun 2006 - Jun 2011

In my role as a Freelance Senior Product Designer, I partnered with various companies and agencies to deliver innovative UX/UI solutions. My focus was on creating intuitive design systems that improved user engagement and satisfaction. I worked with notable clients, including UCB and Odido, ensuring their products met high design standards while addressing user needs.

Education

Hogeschool Rotterdam (HBO)

2005 - 2009

Communication & Multimedia Design, User Experience Design.

Cibap (MBO)

2001 - 2004

Advertising, Graphic Design, Web Design, Communication, Filming, Product Design and Visual Merchandising.