



Hi, I'm Mike Swildens.

With a diverse background in product, design, and research, I specialise in generating and gathering data, transforming it into actionable insights and effective solutions.

I enjoy tackling complex design challenges, believing in an iterative and collaborative process where we strive to perfectly align business goals and user needs. Our aim is not just to meet user needs, but to exceed them, delivering delightful experiences. My curiosity and attention to detail drive me to go the extra mile, all with a goal to positively impact user experience and contribute to the organisation's success.



SUMMARY

- As a UX researcher with over 7 years of experience, I employ a mixed-methods approach to inform design and strategic decisions.
- Throughout my career, I have worked on a wide range of products, from complex systems to mobile apps. I have experience in both B2C and B2B environments.
- Strong stakeholder management skills—collaborating with product managers, designers, developers, content specialists, partners, sales, and customer service teams gathering data, synthesising feedback, defining requirements, and scoping projects effectively to ensure maximum impact.
- Skilled in generative and exploratory research, with an affinity for Service Design.

EXPERIENCE

a.s.r. – Utrecht, NL

Senior UX Researcher

May 2023 – Now

As a UX Researcher at a.s.r., I collaborate with many scrum teams and business lines. Following the triple diamond process, I help improve our products and optimise our users' experiences while contributing to the company's goals. This involves continuous discovery, exploring possibilities, defining problems, facilitating ideation, and advising on design solutions. Additionally, I work to improve the UX Research team, the way-of-working and their processes, and assist the organisation in maturing in Design Thinking and Customer Journey Management.

Trengo – Utrecht, NL

UX Researcher

April 2022 – April 2023

Established a UX Research team from scratch, growing it to include two UX Researchers within one year. Focused on centralising feedback, making insights accessible to all product teams, and integrating the double diamond approach to ensure insight-driven decision-making.

Product Designer

April 2021 – April 2022

I started as one of two Product Designers at Trengo. We built the design system, set product guidelines, and enhanced the creative workflow within the organisation. My primary focus was designing new features and functionalities, contributing to the company's rapid growth.

CONTACT

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QUALIFICATIONS

Bachelor Communication & Multimedia Design University of Applied Sciences Utrecht

I graduated with a bachelor's degree in Communication and Multimedia Design from the HU University of Applied Sciences Utrecht (2019) with an average GPA of 4.0.

CERTIFICATIONS

Cambridge English: First (FCE)

Qualification which proves I have the language skills to live and work

independently in an English-speaking country or study on courses taught in English.

Perplex – Arnhem, NL

Interaction Designer

October 2019 – April 2021

At Perplex, we operated in small, high-performance focus teams. We had long-term collaborations with several larger clients, for whom we continuously innovate and develop their digital products. I was one of two designers responsible for researching, designing, and testing these products.

Yummygum – Amsterdam, NL

UX Graduate

January 2019 – Juli 2019

I led a go-to-market and optimisation project for Bobby, a subscription tracker app targeting new markets. The project's goal was to gain sufficient knowledge and insight within 17 weeks about how Bobby can help young adults manage their finances using its existing features, and to develop at least one practical concept and working prototype.

Socialbrothers – Utrecht, NL

Interaction Designer

Augustus 2017 – January 2019

Developed web and mobile applications for diverse clients, focusing on conducting research, designing solutions, and creating prototypes collaboratively with a team.

Buzzcapture – Amsterdam, NL

UX Design Intern

September 2016 – February 2017

Redesigned the core products of Buzzcapture (now OBI4wan), a comprehensive media monitoring company, and developed a detailed handbook with UX components and guidelines. As a side project, I developed a new brand identity for the core brand.

SKILLS

- Experienced in recruiting and interviewing users, synthesising research, conducting basic data analysis and visualisation, performing usability tests with prototypes, and summarising problem spaces using frameworks such as jobs-to-be-done and how-might-we statements.
- Done hundreds of qualitative and quantitative research projects, often following a mixed-methods approach. Facilitated just as many kick-off, scoping, knowledge, persona, HMW, and ideation workshops. Delivered dozens of flowcharts, journey maps, empathy maps, and service blueprints.
- I have strong communication, reporting, and writing skills in both Dutch and English.
- I present key insights and provide actionable recommendations for product and strategy in a way that appeals to different audiences.

TOOLS

- I worked with research tools like TheyDo, Lyssna, Typeform, Dovetail, and Productboard.
- Conducted interviews using Lookback, Google Meet, Zoom and Microsoft Teams.
- Have experience with data and feedback tools such as Hotjar, Google Analytics, Looker Studio and Microsoft PowerBi.
- I'm good with Figma, Sketch, Adobe Xd, and Framer. I also have a basic understanding of front-end development, as well as experience with collaborative tools like Miro and Mural.

HOBBIES

With a passion for art-house films and a love for music—whether through the warm tones of vinyl or the convenience of Spotify—I find joy in lots of things. My sporting interests are diverse, from soccer and squash to the thrill of snowboarding. At home, I put a lot of time and love into my own little urban jungle, tending to my plants with dedication. Above all, I cherish moments spent with friends and family, be it cooking together or enjoying a night out, preferably with fine wine.

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