

Hendrik van de Bruggen

SENIOR PRODUCT DESIGNER

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PROFILE

Senior Product/UX Designer with 12+ experience creating user-centered digital products across enterprise, consumer, and highly technical domains. Deep expertise in UX research, interaction design, information architecture, and design systems—translating complex workflows into clear, elegant experiences. Proven partner to product and engineering teams, providing design leadership from discovery to delivery, influencing strategy, and driving adoption and customer satisfaction. Specialized in aerospace and space-technology tools used by organizations including NASA and international agencies, with additional experience at PayPal, Cisco, and high-growth product teams.

EXPERIENCE

UX DESIGNER, FREELANCE; SAN JOSE/PORTLAND – 2022-PRESENT

- Led design efforts on dozens of projects from concept to execution
- Championed usability and design thinking by cultivating design culture
- Helped advertising efforts by designing marketing assets and infographics

UX DESIGNER, AILABS @ AI SOLUTIONS; PORTLAND – JAN 2024 TO OCT 2025

- Conducted extensive usability research to refine user experiences for multiple aiLabs initiatives, including ObsSIM and Cerebellum
- Implemented user-centered design principles, leading to significant improvements in user satisfaction and engagement metrics
- Collaborated with cross-functional teams in the space technology sector to drive innovative design solutions

UX DESIGNER, FREEFLYER @ AI SOLUTIONS; PORTLAND – JUN 2020 TO OCT 2025

- Enhanced user experiences for FreeFlyer 7 and FreeFlyer 8 through comprehensive usability research
- Drove design processes that significantly improved user satisfaction and engagement metrics
- Collaborated with cross-functional teams to implement user-centered design principles in the space technology sector (including NASA and others)

UX DESIGNER, CBT NUGGETS; PORTLAND – JAN 2019 TO MAY 2019

- Simplified the product and end-user workflow by creating buy-in on a variety of user-centered product features
- Provided creative direction, guidance in usability, and prototypes for upcoming tools and product enhancements
- Encouraged UX and visual best practices during the rebranding effort

UX DESIGNER, PAYPAL VIA AUSTINCSI; SAN JOSE – SEPT 2017 TO FEB 2018

- Aided GDPR compliance by auditing EMEA mobile and boarding flows
- Championed the growth team by advising on UX/UI strategy
- Designed and tested new onboarding flows

DESIGN LEAD, PADMAPPER; SAN JOSE – MAY 2015 TO JAN 2016

- Instrumental in increasing PadMapper's valuation from \$2mil to \$10mil pre-acquisition
- Expanded access to PadMapper by creating the first responsive web design
- Modernized the mobile app UX for both Android and iOS
- Cultivated a user-centric team culture throughout the development cycle

LEAD DESIGNER, SWEETNESS TECHNOLOGIES, INC; MOUNTAIN VIEW – SEPT 2014 TO FEB 2015

- Spearheaded the design process from concept to execution
- Informed the design process through competitive analysis

- Supported advertising efforts through the creation of marketing assets

DESIGN LEAD, CORPORATECLOUD.TV; SAN JOSE – JUN 2014 TO SEPT 2014

- Led the design effort from concept to execution
- Championed user-centered design and UX best practices
- Advised on information architecture for a holistic approach to front-end design and back-end development

UX DESIGNER, ZENMEET; MOUNTAIN VIEW – JAN 2014 TO SEPT 2014

- Improved design thinking by providing guidance on UX best practices
- Supported the development process through the creation of email templates and responsive web UI
- Aided advertising efforts through the creation of marketing materials

UX LEADERSHIP INTERN, PUPPET LABS, INC; PORTLAND – AUG 2012 TO FEB 2013

- Instrumental in aiding the UX research team exceed their quarterly goal of user engagement by 162%
- Facilitated the UX team's move into a new HQ
- Orchestrated improvements to meeting rooms during an HQ move

FAMILY ROOM SPECIALIST, APPLE, INC; PORTLAND – AUG 2010 TO AUG 2012

- Maintained a Net Promoter Score of 93% over 3,500 appointments
- In the time I worked as both a technician and personal instructor, I gained real-world, first-hand experience in how humans interact with computers from a wide variety of backgrounds

PROPERTY MANAGER, GERMAN AMERICAN SOCIETY; PORTLAND – JUN 2010 TO JAN 2011

EDUCATION

Portland State University — 2012

SKILLS

- User Experience (UX)
- User Research
- Design Leadership