

✱ Work Experience

An-Sofie Rombouts

Product Design & Research



Nationality
Belgian

LinkedIn
[ansofierombouts](https://www.linkedin.com/in/ansofierombouts)

Gender
F

Date of Birth
07/04/1995

Meet An-Sofie ✋

An-Sofie is a cheerful and optimistic individual with a passion for creating and refining meaningful products and services to elevate everyday digital experiences.

While pursuing her degree in Industrial Product Development at the University of Antwerp, she specialized in Strategic and Interaction Design. This focus allowed her to explore areas such as design thinking, behavioral design, user research, and system and concept design.

An-Sofie began her professional journey as a UX designer, gaining valuable experience in crafting value-driven designs for end users. After three years in this role, she realized a gap in connecting user-centered design with innovation and strategic decision-making. This discovery led her to shift her focus to user research and strategy over the past two years.

In her current work, An-Sofie bridges user needs and business goals to create impactful solutions.

Experience

- 08/2024 - presentDigital product designer @ **Gorilla**
- 11/2022 - 08/2024User researcher & strategist @ **Pàù**
- 01/2020 - 11/2022UX Consultant @ **Humix/Cronos**

References



Pascal Cuppens - Solution Manager Digitale Workplace at KBC Group @ KBC
+32 475 53 83 09 | pascal.cuppens@kbc.be



Kris Roggeman - Product Owner @ Crelan
- | kris.roggeman@crelan.be



Sven Huypens - Head of Business Infrastructure @Evonik Operations @ Evonik
+32 485 16 03 03 | sven.huypens@evonik.com



Tom Van Caelenberge - Communications Officer @ Care Property Invest
+32 3 222 94 94 | tom.vancaelenberge@carepropertyinvest.be

Skills

ooo	Design thinking, UX design, UX expert reviews, UX research, Creative concept design, Prototyping, Information Architecture, User testing, User needs research, Usability, Ability to Teach, Figma, Quick sketching, Stakeholder workshops, Ideation workshops, Discovery workshops, Ideation, UX Workshops, Wireframing
oo	Graphic design, Usability heuristics, Axure, Sketch, Brand Identity, Coaching, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, UX Benchmarking, Requirements gathering workshop, UX Strategy, Behavioural design, UI design, conversational design
o	Adobe After Effects, copywriting, WordPress, SEO, CRO, A/B testing, Performance Marketing

Projects

Gorilla: Creating energetic experiences for energy retailers - Digital Product Designer & researcher

Gorilla

08/2024 - Now

2000 Antwerpen - Belgium

Gorilla is a technology company that provides advanced data-driven solutions for energy retailers. Their platform focuses on enabling digital transformation in the energy industry through tools for pricing, forecasting, and portfolio analysis. Gorilla's solutions are designed to simplify complex processes like demand forecasting, bespoke pricing, and billing determinant calculations, empowering energy companies to adapt to changing markets and optimize their operations efficiently.

My responsibility is to support Gorilla in creating an improved discovery process for creating new product solutions.

Key tasks: functional analysis - concept design - wireframing - prototyping - implementing UI - mapping out core flows - creating service blueprints

Borg: your smart en digital rental guarantee service - UX lead

Borgr

05/2024 - 05/2024

2000 Antwerpen - Belgium

Borgr offers a digital rental guarantee service to facilitate tenants' and landlords' rental process. It provides a quick and easy way to secure a rental guarantee without blocking the tenant's funds, ensuring a fair and accessible rental market. Additionally, Borgr supports mediation and efficient conflict resolution, promoting sustainable rental agreements and financial inclusion.

My responsibility was to design the registration flow considering the journey of 3 different persona types: the main renter, co-renter(s), and the landlord. The registration flow was designed holding into account the principles of "Conversational Forms".

Key tasks: discovery conversations with client, scoping project, defining design trajectory, UX/UI design, handover to external development team

Finding the ideal job in just a few clicks. New website design for Go4Jobs - UX lead

Go4Jobs

02/2024 - 02/2024

2000 Antwerpen - Belgium

Go4Jobs is an employment agency based in Belgium, known for its personalized approach to job placement. Focusing primarily on the Flemish market, they offer a broad spectrum of job opportunities across various sectors. Go4Jobs is updating its infrastructure and wants to rebuild its entire website with a refreshed branding. The new website should help to increase conversion rates and generate more traffic.

Key tasks: discovery conversations with client, scoping project, defining design trajectory, UX design, follow-up UI design

A new website for Care Property Invest - Digital product designer & strategist

CPI

11/2023 - present

2000 Antwerpen - Belgium

Care Property Invest is the first listed healthcare real estate investor (Public Regulated Real Estate Company – RREC) and occupies a clear position within the RREC landscape through its specialization in the market segment of housing for seniors and people with disabilities. The current website needed to be updated. The client's question was to redesign the existing website with a focus on good findability, better user experience, and a more modern look & feel.

Key tasks: Discovery workshops - Strategy Workshops - Information Architecture - Wireframing



A well-thought-out contact strategy translated into a solution design - Researcher and Concept Designer

Xerius

01/2023 - 03/2023

2000 Antwerp - Belgium

For Xerius, we co-created a new contact strategy that had the goal of optimizing internal work procedures and efficiency in order to ensure better overall customer service.

My role in this project was to translate research insights into comprehensive concept designs covering the entire range of important touchpoints in the journey between customer and business.

Key tasks: concept design - journey mapping - support user research

An easy-to-use configuration tool developed for the Brussels Motor Show 2023 - Concept/UI Designer

PoleStar

12/2022 - 12/2022

2000 Antwerp - Belgium

For the 2023 motor show, Polestar wanted to develop an online tool that could save a simulation and send it in PDF format to a prospect. The tool needed to be designed in a tablet format. My focus in this project was to find a digital solution that could be developed with the defined requirements.

Key tasks: Concept designing based on UX best practices, applying fixed UI style to the concept

Research & Design Support - lead UX researcher and concept designer

Evonik Porphyrio

11/2022 - 02/2024

3000 Leuven - Belgium

Porphyrio products are developed based on multidisciplinary expertise. By combining knowledge about poultry husbandry and poultry science, livestock production chains (eggs and meat), Big Data management, and Biostatistics, Porphyrio is able to deliver customized products that are able to support the total business optimization process of our customers.

As a user researcher/designer, I was/am asked to support the digital transformation of Evonik Porphyrio. Their goal is to create multiple applications that are connected to each other in order to support their core business in animal nutrition.

Key tasks: Discovery workshops - Strategy Workshops - Support of design team in UX design (wireframing) - Setup and execution of user research - Setup of UX metrics framework to track user behavior - Support decision making based on research insights - Concept design based on research results

Web & mobile application (maintenance + design) - UX consultant

Harmony

08/2022 - 10/2022

Gent - Belgium

Harmony offers an end-to-end solution for digital, automated ongoing compliance, reducing workloads, increasing data accuracy, and ensuring complete adherence to all regulations, in every jurisdiction.

My role was to ensure a good user experience throughout the application and collaborate with development to improve the platform's usability.

Key tasks: Discovery Workshops - Stakeholder Workshops - UX Review & Design - UI design



New mobile app for Crelan - UX designer

AXA & Crelan

04/2022 - 10/2022

2000 Antwerp - Belgium

Axa was taken over by Crelan. Because of this acquisition, there was a need for a new mobile app. In this project, I was the UX designer who mapped out the new structure for this application.

Key tasks: Discovery Workshops - Ideation Workshops - Customer journey mapping - Concept design - UX design

New Client Portal - UX Designer

Huisman

02/2022 - 09/2022

5422 Gemert - Netherlands

Huisman designs, manufactures, and services heavy construction equipment for the world's leading companies in the renewable energy, oil and gas, civil, naval, and entertainment markets. Our products range from Cranes, Pipelay Equipment, Drilling Equipment, and Winches, to Vessel Designs and Specials.

My role as a UX designer was to design a new client portal where customers could get access to Huisman's services and products in a quicker and more efficient way. Communication between Huisman and its clients was one of the main focus points of the new portal.

Key tasks: Discovery Workshops - Ideation Workshops - User testing - Prototyping - UX design



The Aveve Website - UX Advisor

Aveve

01/2022 - 03/2022

2000 Antwerp - Belgium

The Aveve group is a market leader in providing goods and services, such as cattle fodder, to the agricultural sector, but also runs the largest chain of garden centers for individuals in Belgium.

My role as a UX advisor was to provide quick 'first concept' solutions for business requirements or for already known errors in the current website.

Key tasks: Wireframing - Concept designing - Presenting - UI design

New Intranet Design - UX Designer

FPS Economy/FOD Economie

09/2021 - 07/2022

1000 Brussels - Belgium

The FPS Economy is a Federal Public Service of Belgium. It was created by Royal Order on February 25, 2002, as part of the plans of the Verhofstadt I Government to modernize the federal administration.

During this project, the main focus as a UX designer was to create an intuitive information architecture for the new intranet.

Key tasks: Top task mapping - Wireframing - User testing



Website redesign - UX designer

The FASFC/ het FAVV

09/2021 - 12/2021

1000 Brussels - Belgium

The Federal Agency for the Safety of the Food Chain (FASFC) was founded by the Act of 4 February 2000 and is responsible for the assessment and management of risks that may be harmful to the health of consumers as well as the health of animals and plants. The Agency carries out food safety inspections throughout the food chain.

As a UX designer, I was handed over this project to continue the wireframing phase and conduct the user testing.

Key tasks: Wireframing - Prototyping - User testing

User Acceptance testing - UX Researcher

Niko

06/2020 - 07/2020

9100 Sint-Niklaas - Belgium

The Niko Home Control application was built from a highly technical perspective which often left the user confused and unsure when installing his or her smart lighting. In order to pinpoint where things went wrong, we conducted various user tests and recommended optimizations based on the observations of these tests. The focus was to simplify the process to the comprehension level of the user.

Key tasks: Expert reviewing - User testing - Reporting and presenting the results

Website redesign - UX/UI designer

Belgian Foreign Trade Agency

04/2020 - 06/2020

1000 Brussels - Belgium

For the Belgian Foreign Trade Agency, we were allowed to do a complete redesign of their website. This website was old and out of style with current trends and guidelines. We focused on an intuitive navigation based on the top tasks for which the end user consults this website. The process involved developing an information architecture, converting it to wireframes, and delivering a completely new graphical look.

Key tasks: UX design, UI design, Graphic design, Information architecture, Discovery workshops, Stakeholder workshops



Website redesign with a focus on user-centricity - UX researcher and designer

Brouwland

02/2020 - 06/2020

3581 Beringen - Belgium

Brouwland is Europe's most specialized supplier for winegrowers, brewers, and distillers, for both hobby and professional use.

We focussed on the redesign of the current website so that the customer can better navigate through the wide range of products. We started with an analysis of the customer journey in order to build a new information architecture. This was translated into wireframes and eventually into a graphic design. The prototype of the new website was tested with users to ensure that the end result was a significant positive outcome for both the company and the customer.

Key tasks: UX research (surveys, interviews, observations, focus groups, card sorting, ...)
- UX design - User testing

Education & Courses

Masterclass completed 30/10/2024:
Design for a Better World with Don Norman at **Interaction Design Foundation**

Masterclass from 02/2023 to 02/2023:
Managing User Experience Strategy at **Nielsen Norman Group**

Certificate from 09/2021 to 09/2021:
Applied Neuromarketing at **CXL Institute**

Certificate from 01/2021 to 06/2021:
Basic Coaching Techniques at **Open Mind Academy**

Masterclass from 03/2020 to 03/2020:
UX Fundamentals at **PXL University**

Certificate from 01/2020 to 10/2021:
Digital Psychology & Behavioral Design Training at **CXL Institute**

Bachelor from 09/2017 to 04/2018:
Kunst und Gestaltung at **Bauhaus University**

Master from 10/2014 to 09/2019:
Industrial Product Design at the **University of Antwerp**

Languages

Dutch: mother tongue

English: expert

French: medium

German: beginner

Personal information

Drivers License: B

Hobbies: Yoga Teacher - Cooking - Reading or Listening (Podcasts)