

Resume - Wouter Bron

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Summary

I am a Digital Product and UX Designer experienced in leading design teams to create innovative products across various industries, including crypto, finance, supply chain, telecommunication, hospitality, and entertainment.

My approach prioritizes end-to-end user experience solutions that balance user needs and business goals. I have overseen multiple successful product launches from ideation to launch, leveraging my skills in product management.

With a focus on collaboration, I have established more iterative and collaborative processes across the full product development cycle, resulting in high-quality digital products that meet user needs and business objectives.

Work

Product Designer, Binance

Oct 2019 - present

Binance is a cryptocurrency exchange that provides a platform for trading various cryptocurrencies. As of January 2018, Binance is the largest cryptocurrency exchange in the world in terms of trading volume.

Key Results

- Increased and maintained the conversion rate of *Visitor to Trade* by user journey optimization, including registration, KYC, deposit and first trade.
Doubled the conversion rate of Visitor to Trade
- Initiated projects to improve usability and satisfy user needs of Binance's key product offering, including Homepage, Markets, Wallet management (deposit and withdraw), Dashboard, Account management, Portfolio management (PnL), KYC, DeFi, Convert, Referral and many more.
NPS: 8.6, CSAT: 4.2/5
- Globalized Binance from 1 global site to 20+ localized sites, increased Binance's global presence.
95% user satisfaction, strong local manager support
- Led the design team in creating a new Web3 DeFi wallet for Binance, resulting in a successful launch and positive user feedback.
Set the standard for Web3 DeFi wallets in the industry and helped Binance establish a strong presence in the Web3 space
- Launched and implemented Design Systems for iOS, Android, web (RWD), and desktop clients (Electron).
100% design consistency and simpler implementation across platforms
- Winner [iF Design Award 2022](#)

Responsibilities

- Partnering with Business, Product, Marketing, Development, QA, Content, and Compliance teams to grow Binance together and reach all-time high user volume and trading volume.
- Managing team of 12 FTE.

UX Designer, Accenture Interactive (Accenture Digital)

July 2013 - July 2019 (6 years), China

Accenture Digital is one of the largest end-to-end providers of digital transformation capabilities in the world. We bring digital capabilities to our clients that deliver transformation @speed and @scale.

Key Projects

- Team UX designer for a virtual bank's business, designing the product & service strategy, and guiding the product teams in defining, refining and finalizing product design (including both business and UI/UX) using an agile development mindset and approach
- Lead UX designer, responsible for project planning, design, building and implementation direction of a cohesive, achievable, future-focused foundation for the online sales channels of global dairy nutrition

company

(66 customers in 13 countries)

- Co-Lead the complete UX Design for Desktop and Mobile for a Project Management SaaS for the leading global information and communications technology (ICT) solutions provider
(Improving overall user experience and efficiency. Experienced daily by 10,000+ users and used by 1,000+ projects)
- UX / UI Design of the next generation Integrated Service Delivery platform for the leading global information and communications technology (ICT) solutions provider
(71.64% efficiency increase, average project delivery from 134 to 38 days)
- E-commerce UX / UI Design for the largest international health and beauty retailer in Asia and Europe
(69% Growth in Online Health & Beauty Sales in Asia)
- Ideate, create and present proof-of-concept prototypes for various Business Development projects

Responsibilities

- Partnered with leaders in Product Management, Strategy, and Development to establish more iterative and collaborative processes across the full product development cycle
- Managed product roadmap to align with business needs and associated growth goals
- Gathered and interpreted stakeholder feedback to shape design solutions that met both business and consumer needs
- Developed team members to reach their full potential, understand their goals and needs, provided advice, feedback and training
- Continued to design on a daily basis, creating wireframes, prototypes, user flows, process flows and design specifications

Interaction Designer, Tang

March 2013 - May 2013 (3 months), Shanghai China

TANG Consulting (Innovation for China) is committed to bringing innovative experience to China users and growing with China user experience industry.

Key Project

- Redefining website design in the hotel industry through User Experience insights for [IHG China](#)
(3-fold increase in online bookings than two years before)

Responsibilities

- Interaction Design and Usability Testing
- Customer Experience Journey
- Collaborating with the business team and development team

Interaction Designer, Happy Elements

January 2011 - November 2012 (2 years), Beijing China

Happy Elements is a leading interactive entertainment company in Asia and is committed to creating happiness for users worldwide.

Key Project

- Interaction Designer of the [year-long top-grossing](#) mobile game [Happy Fish](#)
(2.3M MAU, 1,38M USD / m, 0.60 USD ARPU)

Responsibilities

- Managing Visual Designers and Developers
- Creating detailed UI specifications for all the game features to match the users' expectations
- Using wireframes, flow diagrams and storytelling to help the team understand the designs and assist them during implementation
- User testing of completed features

Usability Specialist, MicroUsability

January 2010 - August 2010 (8 months), Singapore

MicroUsability provides high-quality global user experience & usability research and consulting services to achieve end-user satisfaction.

Key Project

- Helping Sony recapture a leading position in smartphone design

Responsibilities

- Led two Mobile Phone ethnographic studies of 12 users for 1 month in Singapore and Hong Kong
- Led 12 Out of the Box Observation sessions and User Interviews
- Led two focus group sessions
- Data analysis and reporting. Worked together with two remote researchers who conducted the same project in the UK and Greece at the same time

Skills

User Experience

Design Thinking, Interaction Design, Wireframing, Prototyping, UI Specifications, Flow diagrams, Storyboards, Scenarios, Information Architecture and Persona development.

Usability testing (Lab & Remote), Ethnographic study, User Research, Requirements Gathering, Focus groups, Heuristic Evaluation and User Recruitment.

Technical

Utilize industry design standards and best practices. Understand the technical limitations and feasibility of my decisions and have the expertise to communicate my ideas with engineers for final implementation.

Full knowledge of design and prototyping tools: Figma, Sketch, InVision, OmniGraffle, Axure, Adobe CC, HTML5, CSS3, JavaScript, Swift, Git, Responsive Design, cross-browser compatibility.

Project Management

Agile / SCRUM methodologies, Ability to manage cross-functional teams including engineering, product management, designers, and researchers.

Personal

Strong analytical and research skills, strong influencing, negotiation and communication skills (written, verbal, presentation), strong organizational and time management skills.

I take ownership and responsibility of my work, respond professionally to feedback and address problems effectively and efficiently.

I'm professional, flexible, passionate, curious, enthusiastic, smart, collaborative and hands-on (read handsome).

Languages

Dutch: native language

English: fluent (speaking, reading, writing)

Chinese: intermediate (speaking, reading, writing)

Education

Utrecht University of Applied Sciences

2006 - 2010 (4 years), Graduated June 2010, The Netherlands

HU University of Applied Sciences Utrecht provides education for students and professionals. Currently, around 35,000 students, spread over 22 locations in Utrecht en Amersfoort, attend our programmes and courses.

Degree

- Bachelor of Engineering, Media Technology
- Specialization, Human Computer Interaction

For confidentiality reasons I have omitted the actual values for some metrics