



Roxanne Allard
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Personal profile

My passion lies in tackling complexity and creating intuitive and effective user experiences. I love being involved in the entire spectrum of product strategy, research, and design.

I've been in the UX game for almost 20 years now, and I still get a kick out of making complicated systems easy and fun to use, analyzing business goals, collaborating closely with stakeholders and users, and solving those tricky problems with simple, effective designs.

Education

Bachelor in Art Direction, Marketing and Communication

Junior Academie, Amsterdam
2008 - 2010

Bachelor in Graphic Design

Nimeto, Utrecht
2003 - 2007

Graphic Design

Linnaeuss College, Haarlem
2001 - 2003

Certification

Enterprise Design Thinking

IBM

UX Research

Competence Factory

Advanced Creative Strategy

The Futur

Skills

Service Design	User research
Design Thinking	Customer Journey mapping
UX Strategy	Usability testing
Wireframing	Stakeholder management
Prototyping	Projectmanagement
UI Design	Agile (Scrum)
Figma	Miro
Jira	Azure DevOps
AI (Prompting, prototyping, agentic AI, etc)	

Language

Dutch - Native Language
English - Fluent, both spoken and written

Linkedin

www.linkedin.com/in/roxanneallard

I enjoy working in teams with diverse expertise to improve the user experience of complex digital products.

Experience

Enterprise UX Designer at Eneco

Januari 2026 - current

I worked on three projects at Eneco, both on the energy-trading desk and within the multi-year B2C re-platforming program. On all three I was involved from the discovery phase onward and handled the full journey: from user research and service mapping through to prototyping, validation, and decisions around UI libraries and technology. The common thread: designing for expert users in busy, data-rich, business-critical environments, and finding my way through legacy systems and cross-team dependencies to create solutions that are both workable and feasible. I use AI in multiple places throughout the process to deliver value faster, from synthesizing research to building working prototypes.

Position Dashboard

The main cockpit for intraday renewables traders, showing live position, forecasts, adjusted positions, and auto-trader status across sub-portfolios and bidding zones. I interviewed traders, translated years-old trader habits into a testable prototype, and led a group session that produced concrete, prioritized decisions.

Autotrader Interface

A layer that lets traders decide when and how automated trading intervenes, built because traders distrusted full automation (which “has no market insight or intuition”). I facilitated the design sessions and mapped out the requirements as job stories. Using AI tools, I quickly built interactive prototypes, so traders could weigh in early with a working version instead of static sketches.

Fujin

The CS-facing portal within the Eneco program to replace 20-year-old systems for billing, usage, metering, and contracts, serving as a single tool for observability and investigation for CS teams. This was the most stakeholder-complex engagement: I aligned product, engineering, data analysts, business, multiple CS tiers, and senior decision-makers around a phased delivery, continually mediating between the ambition to automate and the expert users’ need for human control. On top of that, I built an AI vibecoding framework that the team used in workshops to rapidly create prototypes based on validated requirements and journeys, with UX, business, frontend, and backend all on board.

As part of the EduSim project, I worked on an XR platform that made educational XR learning materials (such as VR and AR simulations) discoverable, shareable, and ready to use within educational institutions.

Interaction design and prototyping

I worked independently on the interaction design for a catalogue of XR learning materials, available through LTI integrations in various LMSs and as a standalone catalogue. Building on an existing Figma setup, I developed screen flows, components, and user interactions for three types of users. The goal was to create a consistent, accessible, and user-friendly experience that fit seamlessly into existing learning environments.

User research and iterative design

Alongside the design work, I conducted user research to understand the needs, workflows, and context of teachers, students, and administrators. I translated those insights into improved design versions, which were validated through iterative testing cycles.

Collaboration and technical alignment

I worked closely with the project team to align the design with the technical implementation and to ensure a smooth fit with existing LMS and LTI integrations. The focus here was on standardization, accessibility, and scalability within the education domain.



As part of the Asset Insights team, I contributed to enhancing Schiphol's operational efficiency and customer experience by researching and designing the Asset Insights Dashboard.

Integrate UX process into the workflow

I worked closely with cross-disciplinary stakeholders, including product owners, data analysts, and engineers, to embed user-centered design processes in the team's workflow. This included planning and conducting interviews, usability tests and integrating research findings into the agile development cycle.

User research and stakeholder management

I conducted extensive user research with target groups such as reliability engineers and service managers to uncover their specific needs. Key outputs included user profiles, work journeys, job stories and identifying gaps in insights related to asset performance.

Prototyping & UI Design

I translated complex data and user requirements into clear, actionable designs. Using Figma, I created prototypes for PowerBI dashboards that allow teams to monitor asset performance and contractor compliance efficiently. These designs aimed to reduce downtime, cut costs, and enhance passenger experiences at the airport.

"Roxanne played a pivotal role in helping Schiphol elevate the passenger experience through data-driven solutions.

She listened to stakeholder needs, challenged their perspectives, and transformed them into inspiring mockups and intuitive dashboards."

Bas Karsemeijer

Data Lead

Business Platform Infrastructure, Schiphol

"It's a pleasure to work with Roxanne, and I can easily recommend her to anyone who is looking for an all-round UX designer to help tackle complex problems and deliver simple and elegant solutions.

Roxanne is an all-in-one UX designer, she supported one of our teams at Schiphol from concept and ideation phases all the way through delivery. She is self-steering, has a "let's go" attitude and a pragmatic approach to her work. The more complex the problem, the more passionate she gets."

Joel Laumans

UX Lead

Business Platform Operations, Schiphol

As the first UX designer for internal tools I was responsible for supporting Team Odessa and their product owner in integrating the UX process in their workflow, setting up user research and designing Gateway.

As part of Team Odessa I created Gateway 2.0, a new and improved platform that helps employees of various different department within Sunweb connect with partners, manage contracts and oversee accomodations.

Integrate UX process into the workflow

I was actively involved in the integration of the UX approach for sprint planning, daily stand-ups, and retrospectives to make sure that user experience was taken into account throughout the development process. This created a clear line of communication between the UX designer and the development team.

User research and stakeholder management

I set up and documented user research, personas, the system usability scale and KPI's. I enjoyed playing a big part in proving the value of design and the UX process within Sunweb as an organization and for internal tools in particular.

Prototyping & UI Design

As a true UX team of one I was also responsible for creating wireframes, testing them with users, designing Gateway 2.0 and handing off the designs to the developers.

Future way of working

To ensure consistency in future projects I worked with the product owner and lead UX designer to establish best practices and set up guidelines for user research, design, and testing for all future teams working on internal tools.

"Roxanne has a great understanding of user needs and is confident enough to have open conversations, even if front-end developers have different opinions. She is meticulous and efficient with her work, and always puts in the effort to ensure the highest standard possible."

Marèse Breemans

Product Owner
Team Odessa, Sunweb

"Roxanne is knowledgeable and very pro-active. She also enjoys UX Research which really helped us since we had limited research capacity for this project. She supported the PO and dev team where needed and most importantly, she always seems to be smiling."

Poyan Karbor

UX Lead
Sunweb



UX Designer at DPG Media

2020 - 2022

DPG Media is the largest publisher in the Netherlands with strong national, regional and local brands such as AD, Het Parool, de Volkskrant, Donald Duck, Libelle, Margriet and Flow. As a part of the circulation team, I set up various new verticals, optimized the sales pages for all their brands and supported the expansion and maintenance of the design system.

Setting up new verticals

At DPG Media, I set up a number of new verticals, including lossebladen.nl and bladcadeau.nl. Based on business requirements, house style documents and user stories, we created wireframes and an interactive prototype that we then tested with a number of users. Based on the results of these tests, we optimized the final design and developed the verticals. The verticals are continuously monitored and various A/B tests are carried out to optimize them in an iterative way.

Optimizing the sales pages

With a team of content and CRO specialists, we worked on continuously optimizing the sales funnel. We interviewed different segments of users, identified problems and formulated various creative solutions. As a UX designer, I designed multiple A/B tests based on these hypotheses and tested them with users.

Maintaining the Design System

The DPG Design System is the central place where (reusable) UX elements such as logos, color codes, typography and design tokens come together to help employees create landing pages, emails and other digital products for all news and magazine titles, and verticals. This design system is continuously kept up to date and further developed by the UX team.

"In the more than 1.5 years that we have worked together, I have gotten to know Roxanne as a driven UX designer who works hard and knows how to deal with the dynamics of the online market. Some of Roxanne's deliverables have been lossebladen.nl and bladcadeau.nl. In addition, she has collaborated a lot with our CRO specialists and designed several A/B tests for our sales pages. Roxanne is a very pleasant person to work with and has helped us enormously in the onboarding of about 30 extra brands in our 'online marketing machine'."

Maurice Arnold

Manager Marketing Automation
DPG Media Nederland

As a freelance UX designer, I work for agencies and directly with customers, in this role I coordinate customer contact and project management, and am ultimately responsible for all decisions in the field of UX Design.

"Roxanne has provided us with excellent UX assistance with several challenging projects. The collaboration both online and 'in real life' went excellently and her input is highly appreciated by our customers."

Alex de Landgraaf

Managing Partner
Maykin Media

**Ministry of Health, Wellbeing and Sports,
Ministry of Infrastructure and Water Management**

For these collaborating ministries, Maykin Media commissioned me to provide the UX and UI design for a web application to receive, process and analyze requests for official visits. I completed this project using the building blocks from the NL Design System and in (Agile) collaboration with various stakeholders from the ministries and Maykin Media themselves.

Dutch Tax and Customs Administration

I provided the UX and UI design of the Tax Authorities' DAC6 data portal, through which intermediaries and/or taxpayers can report cross-border tax arrangements. For this project, I used the NL Design System and worked in close collaboration with stakeholders from the Tax Authorities and Maykin Media.

"This is the first software we have used that does not require a user manual"

Bert van Wijk

Head of Management
Port of Amsterdam

Port of Amsterdam

In close collaboration with the direct end-users within the Port of Amsterdam, I provided the UX and UI design for a number of work process-supporting apps. User interviews, design sprints and short feedback loops ensured fast and powerful results. For this project, I was also responsible for the outsourcing of development, project management, testing and delivery.