Hasselt, May 23, 2022

Jos Claes

curriculum vitae & BUSINESS PROFILE

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# About me

I’m an experienced design problem solver. A purple squirrel, also called unicorn or T-shaped person.

I like to solve design problems, coach and guide the complete design process for development teams. A jack-of-all-trades type of role, and as such I have a keen and crucial sense of usability, psychology, and business.

I’m an entrepreneur. Constant developing new ways to automate and simplify print productions. Pioneer in web2print and online editing as a SAAS model beginning 2005. Changed retail business by integrating an automated print channel in their multichannel PIM solutions.

Over 25 years I have been developing digital products by inspiring, leading and managing teams, with my advantage of (better) understanding all users regardless their age and (digital) skill level. I assist companies & teams in their UX journey. From empathize, UX research, ideation with brainstorm sessions (Google Design Sprints) to prototyping (wireframes) and final UI (design system) handoff to developers.

What I am best in?  
creativity, leadership, problem solving, organizational skills, team player

# **HOW? experience**

Schools and courses teach how to do user research and interaction design. How to move pixels around on the screen and how to test designs. How to do iterative design in agile development environments…

But where is the class on how to convince people you’re right?   
How to get all stakeholders (colleagues, customers, and bosses) aligned by thinking upfront on design rather than having it tacked on at the end. How to avoid wasting a lot of resources when the concept was not well initiated or a POC could have provided more insight...

Classes don’t teach you how to lead design workshops to success. How to acquire leadership, how to move from junior to senior, how to get your great ideas to the execution phase and execute them well?

Experience does... Executing lots of projects does... Never stop learning does...

I founded 2 companies, developed SAAS digital products, pioneered when the technology wasn’t there yet, lead developments teams, managed international projects, done marketing and sales, and fulfilled all roles in my start-up.

# **What? product OWNER & management**

My role is to find the right product to build that needs to serve customer needs. As a product manager, I operate in the intersection between tech, business, and UX to deliver exceptional products.

The search for value propositions that meet customer jobs, pains, and gains is a continuous back and forth between designing prototypes and testing them. This process is iterative rather than sequential.

Experience:

* from 2002 - 2016: product manager for my company 2imagine. My (daily) challenge was to align the vision with the product owner, scrum master, development team, and marketing & sales.
* With in-depth market studies, practical brainstorming sessions, and adjusting agile project management, 2imagine has grown into a mature SAAS product with an experienced product development team.
* We use the complete Atlassian toolset for project management. Our routine has 2 weekly sprints and 4 releases a year.

# WHAT? design thinking

A creative approach to innovation that seeks to create value for organizations by focusing on users and building their needs on existing technology capabilities.

My approach is pragmatic and down-to-earth. Always start with a strategy document! A vision statement, followed by a section describing the who-what-when-where-why and design criteria, and ending with a list of success metrics. It needs to be short because it increases the odds everyone will read it and continue to reference it.

Communication is perhaps the most important and unmentioned part of these processes. Explain the psychology behind the design decisions.   
Question everything. I ask why. I ask for an explanation.   
I ask over and over until no answers are left to uncover. I ask for evidence. I ask if there’s a better way.

Experience

* 2020 - now: freelance UX designer. Brainstorm sessions around change management, personas, customer journeys, empathy mapping, prototyping, UX research, presentations to stakeholders, UI design. Training & teaching.
* 2009 - now: Managing the evolution of the 2imagine cloud product. Find new ways to collaborate more efficiently online on marketing documents. How global brands can save $ and be more productive. Coordinate brainstorm sessions. Execute prototype development and testing. Perform user and market research. Present the findings to management, product owner, and customers.
* 1999 - 2003. Product manager for MediaMine, (I was co-founder). Disrupting traditional marketing business by exploring internet possibilities in 2000. Develop the concept for web-based database publishing.
* graduating from Art school Graphic Design. Followed many courses about UX design, project management, value proposition design, business administration, … and still do.

# **What? UX designer**

My job as a UX designer is not to design the color of a button. But ask why it is there in the first place. What it will do for a user. A business. A society. It means researching business and people. Thinking through needs. Planning purpose, vision, scope, feature set, success metrics. It means testing, validating, collaborating and a bunch of activities to arrive at the good user experience everybody wants. It starts with research, rounds out with a defined vision, and ends with a plan.

How?

Processes. ‘Double diamond’ design model and other variations are proven standards. In practice, however, they are hardly ever executed in the same way. Process but adapt to the circumstances.

Tools. Lots and lots of tools. White-board sketching, rapid prototyping, guerrilla usability testing, MVP, frameworks, ...   
Lots of applications. Sketch, Figma, Adobe XD, Miro, Adobe Creative Cloud, Keynote, ...

Experience

* from 2014: Designing, testing, and implementing various Proof of Concepts using Adobe XD and Sketch. Various hackathons. Facilitating Google Design Sprints (Develop and test new ideas in 5 days.)
* from 2002 - 2014: UI designing, testing & hand off for various business applications

# **portfolio**

**CASE STUDIES**

A selection of recent projects with a focus on the process and the outcome.

I initiate new products and services through innovation workshops and market analysis. With hands-on experience, we have built tangible solutions.

Design Thinking remains my underlying method: testing, ideating, prototyping, and re-iterating this process.

## 01/ PULSE (2020)

HOW TO AUTOMATE (PRINT) PRODUCTION FOR MARKETING DOCUMENTS WITH CONTENT FROM PIM & DAM SYSTEMS – WITH MINIMAL INTEGRATION WORK. SCALE CONTENT WITH PERSONALIZATION AND LOCALIZATION.

— Situation

Retailers search for solutions to scale their marketing content. To create more local and personalized content in an automated way - with their current design resources.

— Outcome

Development of a **new SAAS service ‘PULSE’**. This is an online render engine with design templates, integrated with PIM & DAM systems. 100% automated creation of PDF and JPG output from external triggers.

Development of a **dashboard interface** and **widgets** for the PIM dashboard pages with the Pulse process data. (metrics, KPI, stats, results, …)

— My role

* Product manager
* UX designer
* UX research

— My services

* Design thinking process using a google sprint. Strategy, UX design, presentations (Keynote), user flows, functional analysis, Sprint Backlog
* Marketing, Webinars, Partner negotiations, Sales

— Result

From initiating the idea to a full working release in 6 months during the COVID lockdown.

Product page on LinkedIn:

<https://www.linkedin.com/showcase/pulse-automation-printchannel/>

## 02/ CHIMPRA (2018)

HOW TO IMPROVE ONLINE APPROVAL AND COLLABORATION FOR ADOBE INDESIGN DOCUMENTS.

— Situation

How do Design agencies their final artwork approved? How long does it take? Who is involved? What is the cost?

— Outcome

Development of a new service ‘CHIMPRA’. This is an online collaboration platform for all stakeholders in a print project.

— My role

* Product manager
* UX designer
* UX research

— My services

* Design strategy, UX design, Workshop facilitation
* Marketing

Case study: UX process for product development & launch on Behance: <https://www.behance.net/gallery/134614279/UX-process-for-product-development>

## 03/ D2P TRANSLATION TOOL (2016)

HOW BEIERSDORF (NIVEA) IMPROVED THE TRANSLATION PROCESS FOR THEIR PACKAGING DESIGN & PRODUCTION PROCESS

— Outcome

Development of an online Adobe Illustrator editor with Beiersdorf’s existing workflow solution. This online editor allows translators and other stakeholders to work directly on the document from their browser. No more need for copying and pasting translations. The solution supports all languages, also non-Latin character sets such as Russian, Arabic, and Chinese.

* My Role
* Product manager, UI designer, UX research,
* My Services
* Design strategy, prototyping, UX & UI design, functional analysis for the online application and Adobe plugin

Result:

<https://www.2imagine.com/case-study-nivea>

<https://exchange.adobe.com/creativecloud.details.17367.2imagine-for-packaging.html>

## 04/ EY & VIGC hackathon 2020 & 2021

REINVENT THE GRAPHIC ARTS INDUSTRY.  
SHAPE THE FUTURE OF THE GRAPHICS SECTOR BY CREATING DIGITAL AND INNOVATIVE SOLUTIONS RELEVANT FOR THE GRAPHIC ARTS INDUSTRY.

— Outcome

2 intense days of brainstorming with our an ad hoc team to deliver a business concepts:

* **Adhouse (2020)**
* **imago veritas - avoid fake images in official news channels (2021)**

Role

* Coach, Design Thinking, UX designer

Services

* Value proposition business, UX design, leading remote workshops in Miro

## 05/ 2IMAGINE DESIGN SYSTEM (2021)

DESIGN SYSTEM FOR THE 2IMAGINE CLOUD PLATFORM IN ADOBE XD

— Outcome

UI design was initially started in Sketch and imported in Adobe XD. Proposal for redesign and UI uniformity. Design system contains colors, styles, components, brand language, assets and much more, to streamline development and marketing productions.

Role

* UX/UI designer

Services

* Design strategy, UX research,  
  UI design

# **WORK EXPERIENCE**

From 2002 until now: 2imagine  
Founder, product owner, UX designer, training, consultancy, marketing & sales  
(During 2imagine worked on projects for Beiersdorf, Yamaha, Tupperware, DC Comics, BoConcept, Juntoo, X2O, Exterioo, Colora, Bekaert, Bavaria, Volvo, Renault, Praxis, D’ieteren, Toerisme Vlaanderen, …)  
Presentations on events and tradeshows.

**From 2020 until now:**

Pharo Lighthouse consulting  
Design thinking & Google Design sprint facilitator, UX designer, Lecturer, trainer

**2020 & 2021:**

mentor for Hackathons by EY / VIGC

**From 2002 until now:**

Founded 2imagine: SAAS service on automating, collaborating and editing online Adobe InDesign documents.

# **competences**

Lifelong learning is my credo.

## SOFTWARE

Adobe Creative cloud applications ••••• from 2002  
(InDesign (server) - Illustrator - Photoshop - XD - Premiere - Rush - Spark - ...)

Also trainer for Adobe XD, InDesign and Creative Cloud.

Adobe XD, Sketch, Figma ••••• from 2016

Keynote, Powerpoint ••••• from 2002

Microsoft Office ••••• from 2002

Atlassian Jira, Tempo, Confluence •••• from 2010

Miro, Screenflow, Adobe Premiere ••••• from 2020

Teams, Zoom, Slack ••••• from 2018

GoToWebinar ••••• from 2010

Wordpress ••• from 2010

Data visualization   
(Tableau, Google Charts) ••• from 2018

## DAM

Canto ••••• from 2010

Picturepark ••••• from 2016

Woodwing, Bynder, AEM Assets ••• from 2010

## PIM

InRiver •••• from 2018  
certification business analyst 2021

SalesLayer •••• from 2018

Akeneo ••• from 2018

## CERTIFICATIONS & METHODS

Design thinking IDF various from 2020

UI/UX design IDF, PXL from 2002

User research IDF, GA various from 2020

Interaction design for Usability IDF 2020

Human-computer interaction IDF 2020

Value proposition design CEVORA from 2010

Business analysis   
& requirement management CEVORA various from 2002

Product management CEVORA various from 2002

Agile project management EHSAL 2002

BPMN CEVORA

Graphic design SASK 1986

Business management: CEVORA, VOKA various from 2002

LANGUAGES

Dutch •••••

English •••••

French ••••

German ••••

Spanish ••

Italian •• (learning)

**IDF** interaction-design.org

**PXL** Hogeschool, Hasselt

**GA** General Assembly

**SASK** Stedelijke academie voor Schone Kunsten, Hasselt

# **Other**

Strong interest for reading (various topics), meditation and outdoor activities: hiking, cycling, sailing, skiing, badminton, …

I started my digital journey with an Apple Macintosh SE in 1986 and am even more motivated nowadays to (design) think about new possibilities, improvements and better user experiences.

Writing white papers, presenting webinars and speaking at trade shows.  
Writing blog articles on UX design and retail automation.

# **CONTACT**

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