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LIZA HOPMAN

UX/UI DESIGNER

ABOUT ME

Hi! I'm Liza, a senior UX/UI designer from Haarlem with over a decade of experience in the creative industry.

I'm passionate about crafting user-centered digital experiences that balance innovative design with practical, measurable outcomes. Whether working with start-ups or established brands, I thrive in roles that challenge me to think beyond the obvious and uncover insights through deep user research and iterative concept validation.

I'm at my best when guiding end-to-end projects that demand strategic thinking, especially when complex regulations or sensitive data are involved. My process focuses on empathy, co-creation, and meticulous testing to build products that are not only functional but genuinely enhance the user's journey. From discovery workshops to prototyping and accessibility enhancements, my work is grounded in a commitment to inclusivity, clarity, and a seamless user experience.

EDUCATION

- ◆ **Hogeschool van Amsterdam**
Bachelor - Communicatons & Multimedia design
2010 - 2015
- ◆ **Hogeschool van Amsterdam**
Minor - Design Theory
February 2013 - June 2013

CURRICULUM VITAE

- ◆ **Freelance UX Designer - Nationale Nederlanden**
February 2025 - Current
- ◆ **Freelance UX/UI Designer - ABN AMRO**
June 2023 - December 2024
- ◆ **Freelance UX/UI Designer - Essent / ED.nl**
January 2021 - January 2024
- ◆ **Freelance UX/UI Designer - CarNext.com**
December 2018 - December 2020
- ◆ **Backpacking - North & South America**
February 2018 - October 2018
- ◆ **UX/UI Designer - NoProtocol**
March 2014 - January 2018
- ◆ **Co-Founder - RA*W University**
May 2014 - May 2016
- ◆ **Creative Intern at DDB Vietnam**
October 2014
- ◆ **Jr. Art Director at Woedend!**
September 2013 - February 2014 (intern)
- ◆ **Jr. Designer at WoodWing**
September 2012 - Augustus 2013 (intern & part-time)

HOBBIES



WORK EXPERIENCE:

◆ Freelance UX/UI Designer – Nationale Nederlanden

February 2025 - Current



It all started with designing six journey prototypes for the future state of their Broker Portal in close collaboration with multiple business units. These prototypes served to align stakeholders across complex domains such as income, pensions and insurance, and to establish a shared vision for upcoming redesigns. Building on the successful reception of these prototypes, I moved on to lead the UX design of the first real iterations, starting with the Request Manager building block. Through usability testing with power users (brokers deeply accustomed to existing workflows), we validated whether small, incremental changes rather than a full redesign could already improve findability and usability without creating friction.

In the final phase, I took the lead on early design concepts for the upcoming Preference Manager and Notification Manager modules, combining UX design with a co-creation approach to align the business on a clear, strategic direction. This involved mapping strategic options, assessing their desirability, viability and feasibility, and pairing them with initial design screens to create a substantiated first step toward implementation.

◆ Freelance UX / UI Designer - ABN AMRO

June 2023 - December 2024



At ABN AMRO, I began in the Mortgage department, leading a discovery project as a senior UX designer. The objective was to create a customer-centric concept that adhered to the ECB guidelines, aimed at helping clients with interest-only mortgages gain better insights into their financial situations. By securely sharing personal data, ABN AMRO could offer tailored advice – a sensitive topic, requiring careful concept development.

Through discovery workshops, I collaborated with the team to define key requirements and tested prototypes with end-users across three iterations, allowing us to incrementally validate the concept. My role focused heavily on user research and concept validation to ensure a user-friendly and effective solution. After returning from my maternity leave, I joined the Loans and Insurance team, where I co-led efforts to make these products accessible within the ABN AMRO app, ensuring usability and inclusivity for all users.

◆ Freelance UX / UI Designer - Essent/Energiedirect.nl

January 2021 - January 2024



As the primary UX designer for the CVP (Concept Value Proposition) team, I worked alongside Proposition Specialists to map, design, and launch new market propositions (products and services) for Essent and Energiedirect.nl. I managed and advised on the full design process, from the initial business idea to the concepting stage, pilot, and finally the MVP launch, with a constant focus on customer needs and agile iteration as the foundation for a successful product. While working at Essent and Energiedirect.nl:

- I created and facilitated custom co-creation workshops, specializing in strategy, ideation, and alignment exercises.
- Redesigned Essent's loyalty e-commerce store, 'Thuisvoordeelshop' (covering UX/UI, interaction, and visual design).
- Designed and managed the digital launch of a new market proposition, Bespaartegoed, which is part of Essent's loyalty program, Thuisvoordeel.
- Redesigned the Energiedirect.nl loyalty program.
- Developed a concept and built the prototype for the 'Essent Zakelijk Design Sprint,' which was incorporated into the 2022 roadmap.
- Collaborated with front- and back-end developers from the development agency Jibe.

Awards: Nominated for the International Loyalty Awards 2022 in the category of Customer Experience.

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WORK EXPERIENCE:

◆ Freelance UX/UI Designer - CarNext.com

December 2018 - December 2020



At CarNext.com, I worked as a multidisciplinary UX/UI designer, with a primary focus on understanding and guiding users in the process of buying a car entirely online. During my time at CarNext.com:

- I facilitated workshops and delivered presentations to stakeholders.
- Scouted and managed the qualitative and quantitative customer research trajectory in collaboration with research partner Milkshake.
- Conducted usability tests with target users to evaluate prototypes I designed.
- Redesigned the CarNext.com e-commerce platform, available in 23 European countries.
- Developed their internal lead-conversion tools.
- Established a multidisciplinary UX writing team.
- Collaborated with interaction and visual designers from the digital agency Mirabeau.
- Actively contributed as part of their Agile Scrum team.

Awards: Winner of the Shopping Awards 2021 in the 'Automotive' category.

◆ UX/UI Designer - NoProtocol

March 2014 - February 2018



At the development agency NoProtocol, I worked as a versatile UX/UI designer, creating digital products for various A-brands. This role sparked my interest in participating throughout the entire product creation process. I attended kick-off meetings with clients and the director to gather essential information regarding the product, brand identity, and project scope. From there, I crafted the interaction and visual design, liaising closely with the director and development team to ensure the feasibility of my prototypes. Once approved, I prepared and presented my work to the client, explaining key design considerations. My time at NoProtocol gave me valuable experience in working under pressure and meeting tight deadlines.

Clients: Coca Cola, Philips, KRO NCRV, Jumbo, OBA, SchoolBank, Fitchannel, Taxi2Airport, Ventu
Agencies: Make some NOISE, Roorda, Board of Advisors, Yune

Wow, you've made it all the way down here? Let's not bore you with too much detail. Here's a quick throwback to the pre-all-rounder era. Less experience, same enthusiasm and maybe slightly worse fashion choices.



Co-Founder / Board Member – RA*W University & RA*W Advertisers

Built a creative network connecting students with the industry, hosting monthly agency sessions, festivals, and collaborations with UvA, VEA, and ADCN.



Creative Intern at DDB Vietnam

The one-person marketing design team, creating everything from flyers and banners to web visuals and event photography.



Jr. Art Director at Woedend!

Hands-on in print, online, and video, focusing on design rationale and close collaboration with creative teams and clients.



Jr. Designer at WoodWing

The one-person marketing design team, creating everything from flyers and banners to web visuals and event photography.