

Hi, I'm Bryan Yip

Digital product designer, based in the Hague

Multipdisciplinary designer with experience in all stages of the design process, from initial research to implementation. Passionate about creating impactful designs. I have worked across a wide range of environments, including start-ups, corporates, and design agencies.

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Relevant experience

Picnic

UX designer

Oct 2023 - Present

The fastest growing online supermarket in the NL, DE and FR. I'm part of the internal product design team. We design products that help streamline Picnic's complex supply chain.

Responsibilities:

I'm leading the design process in multiple product teams. Products I'm working on include tools for efficient workforce planning and developing data analytics software that rethinks how we do in-app advertising.

Hike One

UX designer

Oct 2022 - Oct 2023

Hike One is a leading Dutch design agency with over 50 UX specialists. I represented the agency at various companies.

Marktplaats - (Dec 2022 - Jun 2023)

I redesigned the Marktplaats Zakelijk website to increase conversion rates for their premium services. I closely collaborated with stakeholders from multiple teams, each responsible for different services on the website. I had ownership of the design process to ensure a successful launch in summer 2023.

Liberty Global (Ziggo) - (Oct 2022 - Dec 2022)

Part of the horizon design team, worked on several features on the Ziggo TV app.

Somnox

UX designer

Jan 2020 - Oct 2022

A Rotterdam-based scale-up focused on creating robots to aid sleep problems without medication (awarded the KvK Innovation Award in 2021).

Responsibilities:

As the sole designer, I handled the user experience for their physical product, companion app, and brand experience, overseeing the entire design process from research to deployment.

I co-managed metrics like return rates and customer satisfaction, successfully reducing return rates by 10% through several research and design initiatives and achieving a 4.3/5 app store rating from over 10,000 downloads.

Studio Jinbu

Owner & Designer

Jan 2016 - Present

Studio Jinbu is a part-time design studio where I help small businesses launch their brands and develop their websites. Originally focused on local businesses, we now have a diverse portfolio that includes multiple startups and organisations such as Leiden University and the University of Amsterdam.

Responsibilities:

Guiding our clients through the entire design process, from clarifying their business goals to launching their brand and website.

Education

MSc. Integrated product design

Technische universiteit Delft

2019 - 2021 (Average 8.3)

BSc. Industrial design

Technische universiteit Eindhoven

2014 - 2018

Languages

Dutch	Full proficiency
English	Full proficiency
Chinese - Cantonese	Fluent conversational

Skills

User centered design
Visual and brand design
Prototyping
Qualitative research
Stakeholder management

Figma / Sketch
Adobe CC
Protopie & Principle
Webflow & Wordpress development
React Native (Basics)

