



Marc Scholten

UX/UI Designer

An empathetic, strategic, and business-minded UX/UI Designer based in Hilversum, specializing in transforming complex, data-heavy platforms into intuitive digital experiences. I connect technical complexity with user needs, ensuring digital products deliver maximum user efficiency with minimal cognitive effort.

Work Experience



Jun. 2025 - Present

Senior UX/UI Designer, TJIP

In this role, I align complex business objectives with user needs, translating strategic vision into intuitive digital experiences that simplify the highly regulated FinTech sector. I take full ownership of the end-to-end design cycle (from conceptual wireframes and interactive prototypes to high-fidelity visual UI designs) ensuring consistent experiences across all touchpoints while mentoring junior UX designers to foster team maturity and consistent design patterns.

Mar. 2026 - Present

UI Designer, Blue Sky Group

I spearhead the design of a comprehensive, end-to-end pension portal tailored to the new flexible premium scheme (Wtp). My focus lies on critical, high-friction touchpoints such as the risk profile assessment, where I turn complex financial scenarios into clear, visually accessible interfaces that empower users to control their risk appetite and pension expectations.

Jan. 2026 - Feb. 2026

UX/UI Designer, MeetingpointAdvies.

I led a comprehensive, fast-paced visual redesign within the HubSpot ecosystem, modernizing the brand's visual identity to establish a highly professional, trustworthy look for the financial sector. During this process, I guaranteed cross-device responsiveness and digital inclusivity by embedding WCAG 2.2 guidelines directly into the design components.

Jul. 2025 - Dec. 2025

UX/UI Designer, Financieel Inzicht

Serving as Lead UX/UI Designer, I co-developed the 'Financieel Inzicht' concept in close collaboration with the internal Pensions department. This real-time tool calculates pension expectations using external data sources to deliver instant feasibility insights. I oversaw the product lifecycle from initial discovery to final realization, validating concepts through usability testing, managing handovers to engineering, and ensuring strict compliance with WCAG standards.

Details

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Expertise

Agile Scrum

Branding & Visual Identity

Design Systems

FinTech

Mobile App Design

Prototyping

SaaS & Enterprise Platforms

UI Design

Usability & User Testing

UX Design

Visual Design

WCAG (accessibility)

Tools

Adobe Creative Cloud

AI Design & Research tools

Atlassian Suite (Jira/Confluence)

Figma

Microsoft 365

HubSpot

Mar. 2024 - Jun. 2025

UX/UI Designer, Yellowtail Conclusion

I delivered complex design solutions for prominent financial institutions, including a.s.r. and Stater N.V. Additionally, I drove the product design and UX strategy for Yellowtail's core product suite, including MyPensionSuite, FinVision (AI), HypactVision (AI), and the Key Control Dashboard.

Sep. 2024 - Jun. 2025

UI Designer, Pension & Wealth

Partnering with the internal P&V department, I designed advanced AI-driven applications for key industry clients like ABN AMRO, a.s.r., SPMS, and De Hypotheker. I translated abstract concepts into functional, high-fidelity interactive prototypes to successfully align business stakeholders and development teams.

Aug. 2024 - Sep. 2024

UX/UI Designer, a.s.r.

I designed a high-priority, responsive web application within a strict four-week timeline to help employers manage the complex WTP transition planning. I delivered the entire user interface, structured navigation, scheduling systems, and consultant profile management modules, ensuring compliance with tight regulatory deadlines.

Mar. 2024 - Aug. 2024

UX/UI Designer, Stater N.V.

Acting as Lead UX/UI Designer for a new B2C consumer mortgage mobile app, I created an intuitive, accessible (WCAG), and highly engaging interface. I engineered a scalable design system that allowed the core product to be easily white-labeled and adapted for six other major mortgage lenders.

Mar. 2024 - Jul. 2024

UI Designer, Key Control Dashboard

I redesigned the core UI/UX of the GRC/ISMS SaaS platform to support scalable growth, streamlining complex data entry processes and modernizing the interface. I delivered a highly organized Figma component library and interactive prototypes to accelerate front-end implementation.

Jan. 2022 - Mar. 2024

UX/UI Designer, Workrate

Collaborating closely within multidisciplinary Scrum teams, I helped modernize the legacy WorkState Suite (SaaS) platform. I conducted qualitative on-site user research and usability testing to design a responsive, front-end for security professionals, presenting user insights and interactive prototypes directly to international corporate stakeholders.

Sep. 2018 - Jan. 2022

B2B Marketing & UX/UI Designer, Workrate

I built and executed the comprehensive B2B marketing and communication strategy for the EMEA region. Operating as the in-house digital designer, I translated complex software value propositions into engaging digital campaigns while maintaining strict brand consistency.

Jun. 2017 - Sep. 2018

Administrative Assistant, Casius (part-time)

Screen incoming assignments over the phone to understand the client's needs, vision, and specifications, and relay this information to the appropriate professional.

Education

Communication & Multimedia Design (BSc)

Hogeschool Utrecht (2013 - 2018)

Audio/Visual Design & Animation

Graphic Lyceum (2007 - 2011)

Certificates

Scrum - Product Owner

(2022)

Advanced Open Water Diver - PADI

(2016)

Open Water Diver - PADI

(2015)

Sep. 2017 - Feb. 2018

UX/UI Designer, Wayne Parker Kent (thesis/internship)

Conceptualized, researched, developed, tested (user), improved, and optimized the Culy Club. Ultimately delivered a high-fidelity prototype. The product adds an extra layer of features to their existing website, including various competitions, loyalty programs, and discounts for kitchenware, supermarket products, and restaurants. It also serves as a social forum for users to interact and allows them to save their favorite ingredients and recipes in a personal account.

Nov. 2016 - Jun. 2017

Marketing Researcher (part-time), IBT Market Research

Conducted both telephone and face-to-face research as well as online studies for Dutch and international clients.

Feb. 2016 - Jul. 2016

UX/UI Designer (internship), Curaçao Media

Responsible for design tasks including user research, developing creative solutions, conducting user tests, and managing the design system.