Paul Van Oijen

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Current role	Studio Director at Incomparable
Experience	Design, B2C, B2B, Logistics, Transport, Advertising, eCommerce, Gaming, Travel, Languages
Technologies	Figma, JIRA, Trello, Notion, Amplitude, FullStory, Miro, Sketch, Abstract, Framer, Adobe Creative Suite

Work experience

Studio Director, Incomparable ⓘ   Feb 2023 – Present (1y 4m)

A tiny design studio helping you build big software.
Design

`Figma` `JIRA` `Trello` `Notion`

- Directing a tiny product design studio, helping startups, scale-ups, enterprises and everything in-between build great software.
- Conducting in-person workshops across the globe, to help design teams establish rigorous processes that will help them scale, and expedite their (design) decision-making
- Working with clients on 5 continents, and in 14+ countries to design, build, and iterate on unique, high-performant digital software.

Senior Product Designer (Contract), Circuit ▦   Aug 2023 – Dec 2023 (4m)

Route optimization app for delivery driver
B2C · B2B · Logistics · Transport

`Figma` `Amplitude` `FullStory`

- Audited and redesigned Circuit's design system as a contracted Senior Product Designer
- Developed a new taxonomy and entity categorization system to align and merge enterprise and direct-to-consumer apps
- Implemented and iterated user-facing features, resulting in significant improvements in overall user retention rates

Senior Product Designer, #paid ▦   Mar 2022 – May 2023 (1y 2m)

Two-sided marketplace for content creators
Advertising

`Figma` `Miro`

- Designed and tested prototypes, facilitating collaboration between brands and content creators to deliver high-quality workflows.
- Led the redesign of #paid's design system, with a focus on documentation and improving collaboration with Engineering.
- Developed the visual and product design strategy for platform redevelopment efforts, aligning #paid's brand voice with the creative flair of its thousands of creators.

Senior Product Designer, Shopify ⊞   Jul 2019 – Nov 2021 (2y 4m)

B2B2C eCommerce
eCommerce

Sketch   Figma   Miro

- · Boosted Shopify's App and Store ecosystem by implementing it onto the Shopify Plus platform, enabling enterprise-level organizations to manage multiple stores on a single centralized system.
- · Established, designed, and delivered Shopify Plus' essential wayfinding experience.
- · Collaborated with Shopify Flex and Revenue Engineering teams to help them use effective design to communicate the product features narrative to key stakeholders at an early stage.

Senior Product Designer, Smartly.io ⊞   Oct 2017 – Jul 2019 (1y 9m)

Social media advertising automation
Advertising

Sketch   Figma   Abstract   Miro

- Led design for Smartly.io's data visualization, reporting and Google Ads teams, collaborating with customers across multiple regions to validate and iterate on designs.
- Developed a streamlined product development process focused on speed, while implementing a comprehensive design system across all product areas.
- Owned the redesign of the product design recruiting process, expanding the team from 2 to 7 designers and creating a more efficient and enjoyable experience for candidates.

Product Designer (Contract), Unity ⊞   Jun 2017 – Sep 2017 (3m)

Game development software
Gaming

Sketch   Framer

- Led the project to enhance playfulness in Unity's mobile products, resulting in increased enjoyment and memorability for users and improved user retention rates.
- Designed a wide range of product illustrations utilized for onboarding, as well as an intricate badging system that contributed towards increased brand recognition and incentivized returning users.
- Worked closely with Engineering and Data Science teams to develop and refine multiple Product concepts from ideation to final implementation.

Product Designer, GetYourGuide ⊞   Jan 2017 – May 2017 (4m)

D2C Travel Activities
Travel

Adobe Creative Suite   Sketch

- Led design initiatives for the Search & Categorization and Customer Intelligence teams.
- Utilized user behavior and purchase patterns to guide product design and development.
- Conducted extensive user testing to validate new and existing features.
- Creatively proposed and tested design solutions through A/B testing.
- Analyzed qualitative and quantitative data from tests and presented findings to stakeholders.

Product Designer, Babbel 🏢   Mar 2016 – Dec 2016 (9m)

D2C Language Learning App
Languages

Sketch

- Championed Motion Design, creating base guidelines for animation handover and driving consistency across the organization.
- Collaborated with cross-functional teams to ideate and validate a variety of rebranding efforts that resulted in a more cohesive brand identity.
- Revamped Babbel's user onboarding process by researching and redesigning it to improve efficiency and delight users.
- Designed and delivered high-quality mobile and web products, utilizing ideation, wireframing, prototyping, and finalizing designs to perfection.

Visual Designer, Dream & Develop 🏢   Mar 2013 – Mar 2016 (3y)

Education

Maastricht University   Jan 2011 – Jan 2014 (3y)

Bachelor of Arts (B.A.), Arts & Culture (Cultuurwetenschappen)

The Chinese University of Hong Kong   Jan 2013 – Jan 2013 (1m)

International Asian Studies Programme, Cultural Anthropology

More about me

Languages

English, Dutch