

Alex van der Lit

UX/UI Designer

Portfolio: www.alexvanderl.it

LinkedIn: [linkedin.com/in/alexvanderlit](https://www.linkedin.com/in/alexvanderlit)

Education

Communication & Multimedia Design
Hogeschool Utrecht (2016 - 2021)

Interaction Design
Grafisch Lyceum Utrecht (2014 - 2016)

Allround DTP
Grafisch Lyceum Utrecht (2012 - 2014)

Skills

Hard

User research
Wireframing
Visual / UI design
Prototyping
Design system
Front-end development
Usability testing

Soft

Teamwork
Problem-solving
Critical thinking
Creativity
Empathy

Tools

Figma
Sketch
Adobe CS
HTML / CSS
JavaScript / TypeScript
React / Next.js

Languages

Dutch
English

2025 - current

UX Designer / iO

Designed an internal development portal that gives employees clear insight into growth paths, job requirements, and concrete steps toward promotion. In addition, I collaborated closely with designers and developers to optimize UX and UI for various clients.

2021 - 2025

UX Designer / VodafoneZiggo

Design system team: developed a proposal for a multi-brand design system on my own initiative. I independently researched design tokens and white label components and built a live demo to convince both design and development teams. This led to a structural reduction in design system maintenance costs and a faster time-to-market for new cross-brand functionalities.

Ziggo Service team: designed a new template for the app pages that increased downloads of the Smart Wifi & Mijn Ziggo apps, worked with developers to create a new multi-brand "Call me now" component that resulted in a higher NPS and created a new concept for the thank-you page that included pre-install information which improved the self-installation success rate later in the journey.

Vodafone & Ziggo app: involved in the new app project from the start (combining the My Vodafone app and My Ziggo app), including design sprints and setting up the first wireframes. Responsible for the UX of the invoices section and helped create a new concept for the Service section in the app. Later on I investigated opportunities for ongoing engagement within the app, translated these insights into prototypes, and presented them to stakeholders.

2020 - 2021

UX Design intern / VodafoneZiggo

Ziggo gave me the graduation assignment to conduct research and design a solution that would improve the successful self-installation of their product. The solution I developed is "My Unboxing," a personalized service onboarding. This assignment was ultimately graded with a 10/10 by Utrecht University of Applied Sciences.

2019 - 2020

UX Design intern / Avnade

Designed internal branding and assisted colleagues with design sprints and UX workshops. Collaborated with developers on a risk assessment tool for a large construction company.

2016 - 2019

UX/UI Designer + Front-end Developer / i-Aspect

Responsible for the design of the CrossRetail e-commerce platform (250,000 monthly visitors). Actively improved the user experience and developed WordPress websites for SMEs.

2015 - 2016

UI Design intern / i-Aspect

Designing and developing WordPress websites/webshops and various promotional materials.