



Petra van der Meer

Freelance UX/UI designer

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WHAT I DO

I help companies understand their users' behavior, make strategic design decisions, and create well-crafted digital experiences that work.

EDUCATION

Bachelor Communication

Hanzehogeschool Groningen | 2014

Multimedia design

CIBAP Zwolle | 2010

SKILLS

Design

Visual design, UI Design, design systems, wireframing, prototyping, responsive design, user-centered design, design sprints, Agile and lean UX

Research

User research, usability testing, information architecture, persona creation, user journey mapping, card sorting, contextual inquiry, heuristic evaluation, facilitating workshops, analytics interpretation, A/B testing

Toolkit

Sketch, Figma, Adobe CC, Invision, Zeplin, Hotjar, Outsystems, Miro, Airtable and Jira

CERTIFICATES

Certified Scrum Product Owner®

Scrum Alliance, Inc.

EXPERIENCE

Senior UX/UI designer | Qrid, part of MultiTankcard

March 2023 till December 2023 | Full time

- Spearheaded the pilot phase for Qrid, a revolutionary platform within MultiTankcard aimed at transforming the Electric Vehicle market.
- Conducted comprehensive UX discovery, utilizing user research, user journeys, personas, and problem statements to uncover opportunities.
- Orchestrated a productive workshop to collaboratively generate a backlog of innovative ideas based on research findings.
- Focused on refining top epics identified in the workshop to drive the project forward.

Senior UX/UI designer | PLUS Supermarket StoreOps

August 2022 till March 2023 | Full time

- Played a pivotal role in optimizing operations for 550+ supermarkets through the enhancement of the PLUS StoreOps application.
- Collaborated closely with PLUS stakeholders to identify and address critical pain points within the existing application.
- Conducted user interviews, research, and iterative design refinements to ensure a user-centric solution.
- Validated design decisions through rigorous usability testing, resulting in a significant impact on supermarket operations.

Senior UX/UI designer | PLUS Supermarket eCommerce Platform

November 2021 till September 2022 | Full time

- Led the overhaul of PLUS's eCommerce platform, working externally as a UX designer.
- Partnered with a team of designers to redesign and optimize the website, app, and additional systems for enhanced delivery management.
- Acted as a liaison between PLUS business and external product teams, ensuring alignment and stakeholder satisfaction.
- Executed various SaaS applications for different PLUS departments, from gathering business requirements to delivering finalized designs to the development team.

Senior UX/UI designer | Coop Supermarket

April 2021 till November 2022 | Full time

- Transformed user experience and interface design for 300+ retail locations, streamlining key store operations processes and enhancing customer satisfaction. Leveraged agile methodologies and continuous feedback loops to drive remarkable improvements in efficiency.
- Collaborated with store managers, domain experts, and consultants to optimize store operations by using user research, user flows, wireframing and prototyping.
- Efficiency increased by 10% and saved 45 minutes per day.

Senior UX/UI designer | Overstappen.nl

November 2019 till March 2021 | Full time | Amsterdam

- Led strategic planning and execution of long and short-term UX vision for multiple labels within an innovative digital platform, collaborating with cross-functional teams.

UX designer and marketer | Knab

October 2017 till November 2019 | Full time | Amsterdam

- Led new customer onboarding within the growth team, collaborating cross-functionally to align with business goals and user needs. Conducted user research and A/B testing to optimize user journeys, drive acquisition, and enhance retention.