



Bianca Brochard - Zijtsel

Experience

Otisa - design 2023-present

Product/UX designer

- Utilizing my expertise in concepts, research, UX design, and service design to help both large and small companies achieve their goals.

UXkids 2022-present

Product/UX designer

- Working as a concept and interaction designer at an agency specializing in creating user-centered design solutions for children and their caregivers.
- Conducting user research and usability testing to ensure designs meet the needs of users, utilizing design thinking methodologies to iterate and refine concepts, and implementing final designs in the design system for consistency and scalability.

Leeruniek 2016-2022

Product/UX designer

- Assisted in building a start-up company in the field of learning analytics for primary education from a design perspective.
- Conducted user research and analysis, created wireframes and prototypes, conducted usability tests, and prepared designs for development.
- Actively participated in the product team to define the roadmap and manage stakeholders.

Vibe Group 2015-2016

Designer

- Assisted in setting up multiple companies by creating a style guide, establishing the appropriate tone of voice, and incorporating user feedback.
- Designed and developed the website, logo, merchandise, and prints for the company, an international ICT recruitment consultancy headquartered in Amsterdam.

DevLady 2015-2017

Founder

- Established an organization that aims to assist female top managers in understanding the world of developers and designers through workshops and exercises.
- Created a safe space for managers to ask questions and gain a better understanding of design and development processes.

Info

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Education

Master of Arts 2013-2014

Creative design for Digital Cultures
Utrecht school of Art & Technology

Bachelor of Art & Technology 2010-2014

Interaction design
Utrecht School of Art & Technology

Interactive design 2006-2010

Media designer
Media College

Graphic high school 2002-2006

Skills

Software

Sketch
Figma
Invision
Photoshop
Illustrator
Indesign

Design

Research
Strategy
Prototype
Systems
Architecture
User interface
Service design

Certificates

Interaction design foundation

Get Your Product Used:

Adoption and Appropriation

UX Management:

Strategy and Tactics

Languages

Dutch

English

Hobbies

Art

Drawing

Painting

Watercolor

Cricut

Midjourney

Sanoma 2015-2015

UX designer

- Worked in the innovation lab, conducting workshops with established companies to provide new insights on user engagement and feedback.
- Assisted startups with user research, prototypes, designs and front-end development.

University of Amsterdam 2014-2014

Student assistant

- Served as a student assistant, helping students learn design thinking and supporting the UVA in their design thinking classes.

Waag- Technology & Society 2012-2013

Design Intern

- Completed a third-year internship program for bachelor interaction design, working an additional 5 months for additional work experience.
- Assisted in workshops and personal development projects, supported various projects.

NR6 2009-2009

Interaction design Intern

- Worked on web design, concept development, and programming websites using HTML/CSS.

Todos media 2008-2009

Interaction design Intern

- Assisted with graphic design, web design, animation, and website maintenance.

Fototudio Wim van Drunen 2008-2011

Creative Employee

- Worked as a creative employee at a photography studio, responsible for:
- Retouching photos, both old and new
- Acting as a photographer for studio shoots