



Bas de Jong

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Education

Small Business & Entrepreneurship (HBO)

NCOI University, Eindhoven | 2019 – 2020

Business Administration

Communication & Design (HBO)

Avans University, Breda | 2008 – 2013

Information & Interaction Design (Grade: 9)

Cognitive Psychology (WO)

Tilburg University, Tilburg | 2011 – 2012

Faculty of Psychology

Pre-university Secondary Education (VWO)

OLV Lyceum, Breda | 2002 – 2008

Culture & Society + Biology

Skills

Strategy & Innovation ● ● ● ● ●

Analysis & Definition ● ● ● ● ●

Concept Development ● ● ● ● ●

Design, Prototyping & Testing ● ● ● ● ●

Dutch (native) ● ● ● ● ●

English ● ● ● ● ●

Personal

#proactive #initiation #dedication #social

#responsibility #analytical #creative

Experience

Sr. Product/Experience Manager

The Social Hub, Amsterdam | Feb 2023 – Now

Hospitality & Real Estate, Concept Development

Product/Experience Lead

Philips, Amsterdam | May 2021 – Feb 2023

Retail & Lifestyle, Concept Development

Product Manager

Mediq, Utrecht | Aug 2020 – May 2021

Healthcare, Product Development

Product Designer/Manager

CM.com, Breda | Aug 2017 – Aug 2020

MarCom, Product Development

Product Designer (UX/UI)

Fox-IT, Delft | Mar 2015 – Jul 2017

Cybersecurity, Product Development

Service Designer

Medidots, Breda | Aug 2013 – Mar 2015

Healthcare, Concept Development

Product Designer (UX/UI)

Philips, Eindhoven | Jan 2011 – Aug 2011

Healthcare, Extended Internship

Experience Extended

Sr. Product/Experience Manager

[The Social Hub, Amsterdam | Feb 2023 – Now](#)

At The Social Hub (TSH), I've been instrumental in conceptualizing and refining the guest experience, transforming the space into a global epicenter for innovation and community engagement. From students to entrepreneurs, digital nomads, and local creatives, TSH caters to a diverse array of changemakers, fostering an environment where individuals can discover their purpose, effect change, and collectively shape the future. TSH has evolved over a decade into a multifaceted ecosystem, featuring accommodations for tourists, co-living spaces for travelers, coworking facilities for remote professionals, and a dynamic hub for entrepreneurial endeavors and local initiatives.

- Championed the development and enhancement of the Guest Experience, overseeing the entire Product Life Cycle (PLC) with a focus on concept development, user experience optimization, and service design.
- Led the strategic formulation and implementation of key value propositions (CVPs) such as Community Kitchen, Mobility Solutions, Laundry Services, and Room Offerings, aligning them with the experience strategy.
- Directed stakeholder engagement and management, collaborating closely with internal teams and external partners to ensure alignment on strategic product direction and to leverage expertise in concept development.
- Pioneered innovation initiatives through co-creation sessions, workshops, ideation sessions, interviews, task analyses, and observational studies, fostering a culture of creativity and experimentation.
- Crafted comprehensive customer journeys and service blueprints to map out the end-to-end guest experience, identifying opportunities for concept development and innovation.

Product/Experience Lead

[Philips, Amsterdam | May 2021 – Feb 2023](#)

At Philips Domestic Appliances, I spearheaded the evolution of consumer experiences, transforming mere houses into personalized homes. Leveraging Philips's rich heritage in engineering, design, and innovation, I promoted the integration of cutting-edge technologies and user-centric design principles across Kitchen, Garment Care, Floorcare, and New Business verticals.

- Orchestrated the conceptualization and refinement of user experiences and service designs, driving innovation across Kitchen, Garment Care, Floorcare, and New Business domains.
- Led stakeholder engagement and management initiatives, shaping strategic product direction, and forging key partnerships, including collaborations with industry leaders like Adidas and Disney.
- Fostered a culture of innovation through dynamic methodologies such as co-creation sessions, workshops, ideation exercises, interviews, task analyses, and observational studies.
- Crafted customer journeys and service blueprints, uncovering insights to inform concept development and enhance user satisfaction. Collaborating with Disney to create calming environments for pediatric patients.
- Spearheaded the monetization of value streams within the Philips NutriU app, leveraging its capabilities to provide cooking inspiration and curated meal solutions.
- Provided consultative guidance on both physical and digital design directions, ensuring alignment with overarching brand objectives and user needs.
- Directed a diverse team of near-shore and off-shore designers, fostering collaboration and driving excellence in execution to deliver unparalleled consumer experiences.

Product Manager

[Mediq, Utrecht | Aug 2020 – May 2021](#)

Mediq supports people in their home situation with the right medical devices, materials, medication and care services. Helping people to cope with a chronic condition or serious illness. At home, in a healthcare facility and in the hospital. Mediq works together with healthcare professionals, health institutions, general practitioners, pharmaceutical companies and health insurers.

- Responsible for market fit and product inventory in the Respiratory and Pharmacy domain.
- Responsible for SEO/SEA activities cross-category.
- Consulting and steering in adoption of design thinking, patient journeys and user experience.
- Consulting and steering in adoption of Design System and frameworks.
- Consulting and steering automation- and digitalization processes.

Product Designer/Manager

[CM.com, Breda | Aug 2017 – Jul 2020](#)

CM.com provides a communication platform in the areas of Messaging, Voice, Payments and Authentication. Enabling global brands and enterprises to communicate with their customers in the most efficient way to drive conversion (cPaaS). I have worked in an Agile Scrum environment.

- Responsible for all CM.com platform and product UX/UI activities and story writing.
- Responsible for innovation, co-creation, workshop facilitation, ideation, interviews, task analysis, observations.
- Responsible for customer journeys and service blueprints.
- Responsible for setting up and elaborating the CM.com Design Language System / Style Guide.
- Consulting and steering different product teams within CM.com.
- Responsible for product development (Product Owner) and several platform products.

Product Design

[Fox-IT, Delft | Mar 2015 – Jul 2017](#)

FOX-IT prevents, solves and mitigates the most serious cyber threats with smart solutions for governmental bodies, defense, law enforcement, critical infrastructure, banking and large enterprises worldwide. I was working in an Agile Scrum software product development environment, including:

- Responsible for all UX/UI activities and story writing.
- Responsible for innovation, co-creation, workshop facilitation, ideation, interviews, task analysis, observations.
- Responsible for all (visual) marketing activities.
- Responsible for developing (online) documentation, including a User Manual and Style Guide.