



# Bas de Jong

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[www.basdejongportfolio.com](http://www.basdejongportfolio.com)

## Education

### Small Business & Entrepreneurship (HBO)

[NCOI University, Eindhoven | 2019](#)

Business Administration

### Cognitive Psychology (WO)

[Tilburg University, Tilburg | 2011](#)

Faculty of Psychology

### Communication & Design (HBO)

[Avans University, Breda | 2008](#)

Information & Interaction Design (Grade: 9)

### Pre-university Secondary Education (VWO)

[OLV Lyceum, Breda | 2002](#)

Culture & Society + Biology

## Skills

Strategy & Innovation ● ● ● ● ●

Analysis & Definition ● ● ● ● ●

Concept Development ● ● ● ● ●

Design, Prototyping & Testing ● ● ● ● ●

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Dutch (native) ● ● ● ● ●

English ● ● ● ● ●

## Personal

[#proactive](#) [#initiation](#) [#dedication](#) [#social](#)

[#responsibility](#) [#analytical](#) [#creative](#)

## Experience

### Concept & Experience Lead

[Heineken, Leiden | 2024 – Now](#)

Food & Beverages, Concept Development

### Sr. Experience Manager

[The Social Hub, Amsterdam | 2023 – 2024](#)

Hospitality & Real Estate, Concept Development

### Product/Experience Lead

[Philips, Amsterdam | 2020 – 2023](#)

Health, Retail & Lifestyle, Concept Development

### Product/Experience Lead

[CM.com, Breda | 2017 – 2020](#)

MarCom, Product Development

### Product Designer/Lead

[Fox-IT, Delft | 2015 – 2017](#)

Cybersecurity, Product Development

### Service Designer

[Medidots, Breda | 2013 – 2015](#)

Healthcare, Concept Development

### Product Designer

[Philips, Eindhoven | 2011 – 2011](#)

Healthcare, Extended Internship

To the team at UNS,

I'm excited by the opportunity to bring my strategic design expertise to UNS and contribute to your mission of solving complex global challenges through design. With over ten years of experience in concept development, service design and design thinking, I specialize in shaping experiences across physical and digital domains—always grounded in human needs, data, and co-creation.

At Philips, I worked on the design of future-forward healthcare environments, focusing on wayfinding, ambient room setups, and behavioral design in hospitals. These projects combined evidence-based design with spatial planning to support healing and efficiency. I collaborated closely with nearshore teams in Croatia and offshore developers in India to translate human insight into scalable, real-world solutions. At The Social Hub, I led the end-to-end design of physical and digital guest journeys—from booking to post-stay loyalty. My focus extended beyond private rooms into communal areas, flexible retail concepts, and local placemaking. I worked across our European locations, running workshops with staff and students to identify needs, and piloting spatial interventions that improved connection and belonging. This blend of strategy and grounded experimentation is something I bring to every project. Currently at Heineken, I focus on redefining hospitality concepts for bars and restaurants. I translate brand identity into real-world venues, exploring how spatial design, operational flows, and guest experience intersect. Placemaking plays a key role in my work—whether activating street-facing terraces or creating memorable, brand-aligned interiors.

What connects all my work is a deep belief in design thinking, co-creation, and experimentation. I've led countless workshops, developed personas and customer journeys, and built business cases to move ideas from sketch to site. This position at UNS is exactly what I'm looking for. It combines concept development, strategic design and experience shaping within the context of urban development—a domain where I believe design has real, transformative power. I'd love the opportunity to contribute to your incredible portfolio and help shape spaces and strategies that matter.

Warm regards,

Bas de Jong