



Bas de Jong

Experience & Concept Developer

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www.basdejongportfolio.com

Experience strategist and concept developer with a multidisciplinary background across hospitality, retail, healthcare and digital ecosystems. Specialized in translating customer insights, behavioral understanding and business strategy into scalable physical and digital experiences. Experienced in concept development, service design, customer journeys and proposition strategy for companies including The Social Hub, Philips and Heineken, with a strong focus on hospitality concepts, spatial experiences and customer-centered innovation.

Skills & Expertise

- Experience & Concept Development
- Hospitality & Spatial Experiences
- Service Design & Customer Journeys
- Proposition Strategy
- Design Thinking & Co-creation
- Customer Experience Strategy
- Physical + Digital Ecosystems
- Workshop Facilitation
- Spatial Experience Strategy
- Stakeholder Management

Education

Business Administration

[NCOI, Eindhoven \(2019\)](#)

Cognitive Psychology

[Tilburg University, Tilburg \(2011\)](#)

Communication & Design

[Avans, Breda \(2008\)](#)

Experience

Experience & Concept Lead

[Heineken \(2024 – Present\)](#)

Developing customer-centered concepts, service ecosystems and outlet experiences for hospitality environments and commercial platforms. Leading workshops, customer journey development and concept innovation across physical and digital touchpoints.

Senior Experience Manager

[The Social Hub \(2023 – 2024\)](#)

Led the development of physical and digital guest experiences across European hospitality environments. Worked on hospitality concepts, spatial experiences, customer journeys and scalable experience frameworks for hybrid living and community-driven environments.

Experience Lead

[Philips \(2020 – 2023\)](#)

Worked on connected consumer experiences across healthcare, domestic appliances and lifestyle ecosystems, with a focus on future living, healthcare environments, service design, behavioral insights and physical-digital experiences.

Experience Lead/Designer

[CM.com/Fox-IT/Medidots/Philips \(2011 – 2020\)](#)

Worked on customer-centered physical and digital experiences across healthcare, cybersecurity and communication environments, with a focus on service design, UX/UI and connected ecosystems.