

Resumé

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Over 25 years in UX, I have designed for legal information systems, identity platforms, fintech products, and AI-integrated workflows. My current specialism is HAX Design, the discipline of making AI behaviour legible, trustworthy, and controllable for professional users who cannot afford ambiguity.

I operate across the full product lifecycle: from discovery and research through interaction design, design systems, and delivery. Increasingly, that work sits at the intersection of design leadership, product ownership, and cross-functional alignment, connecting experience decisions to measurable business outcomes.

I have worked alongside LexisNexis Legal through shared initiatives during my time at LexisNexis IP, giving me direct exposure to the legal information domain: how legal professionals think, what they trust, and what they cannot tolerate from a system. That knowledge is not theoretical.

I co-founded etyx, an ethical AI consultancy, precisely because most organisations treat ethics in AI as a footnote. In high-accountability domains like legal work, that is not a sustainable position.



Expertise

2026 - Present

Co-Founder & CXO / HAX Design Lead | etyx | Remote

Co-founding an ethical AI consultancy with two partners, focused on responsible AI integration in professional products. etyx bridges HAX Design methodology, AI governance, and product strategy for organisations that cannot afford to get AI wrong.

- Developing the etyx ethical AI framework for high-accountability domains including legal, healthcare, and finance.
- Advising organisations on AI transparency, human oversight, and interaction design for AI-assisted workflows.

2021 - Present

Sr. UX Designer III | LexisNexis Risk | Amsterdam

Led UX strategy across Fintech product lines, operating at the intersection of design leadership and product ownership. Defined roadmap direction, partnered with product management on delivery priorities, and managed cross-functional projects across multiple teams.

- Designed and introduced the HAX Toolkit: a structured methodology for Human-AI interaction design, adopted internally and applied in collaboration with Nextens (a legal-adjacent tax and compliance platform) — giving their teams a working framework for AI transparency and user control that had not previously existed.
- Established a UX research practice directly influencing strategic product decisions, connecting insight to roadmap rather than treating research as a reporting exercise.
- Mentored designers across levels while maintaining hands-on execution across research, interaction design, and design systems.
- Streamlined design-to-development handoff, reducing friction and improving consistency in production delivery.

2019 - 2021

Sr. UX Designer II | LexisNexis IP (Intellectual Property) | Leiden

Rebuilt and governed a scalable design system adopted across multiple product lines — defining component standards, documentation, and adoption processes for international development teams in Leiden and Bonn.

- Collaborated directly with LexisNexis Legal & Intellectual Property teams, sharing research insight, design patterns, and product strategy across the legal information domain.
- Led UX design across distributed teams, managing cross-functional projects and partnering with product and design leadership on strategic direction.
- Drove consistency and usability improvements across the intellectual property domain through a combination of research, interaction design, and systems thinking.

2018 - 2019

SuperShift | Lead UX / PM | Delft

Delivered end-to-end design across web, cloud, and application platforms for B2B, B2E, and B2C clients. Led cross-platform user experiences, mentored junior designers, and collaborated with product management to align user needs, business goals, and technical

implementation.

2016 - 2018

OneWelcome | Lead UX / Product Management team | Amersfoort

Redesigned GDPR-compliant identity and access management interactions for Europe's leading IDaaS platform. Delivered secure user experiences across B2E, B2C, B2B, and CIAM use cases.

- Implemented interaction models for biometric authentication, FIDO2/WebAuthn passwordless login, and adaptive access controls — privacy-sensitive, high-stakes design work with direct compliance implications.
- Operated across design and product management, aligning user needs, technical constraints, and business objectives in a regulated environment.

2014 - 2016

Coosto | Interaction Designer (UX) | Eindhoven

Led mobile UX design for a social media analytics and web care platform. Conducted user testing, wireframing, and structural design. Developed scenarios and storyboards to align product development with validated user needs.

Education

2022

Facilitating Workshops | Nielsen & Norman Group | USA

Structured facilitation for cross-functional workshops, applied directly to stakeholder alignment and design sprint sessions.

2022

Certified Sr. UX Designer | UX Academy | Amsterdam

UX strategy, stakeholder management, design consultancy, negotiation and influence techniques.

1998

Grafisch Vormgever & DTP | Grafisch Lyceum | Rotterdam

Foundation in layout, typography, colour theory, print and digital media production.

Interests

I run a self-hosted network and local AI environment building agents with Claude Code and MCP, automating workflows, and testing AI system behaviour from the inside. It started as curiosity and became a working lab that directly informs how I design for AI professionally.

Climbing and road cycling keep my other instincts sharp: patience, knowing when not to force it, and reading a situation before committing. Photography does the rest, slowing down in an environment that rewards speed, noticing what others scroll past.