

Curriculum vitae

Dennis van Lith
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Seasoned UX Designer with over 20+ years transforming complex digital challenges into user-centered solutions. I combine strategic thinking with hands-on execution, helping organizations view UX as foundational product strategy rather than visual polish. Excel at untangling messy architectures, building scalable design systems, and connecting user research to business goals.

Currently developing toward Principal UX Designer role, focusing on integrating UX processes within continuous delivery frameworks. I coach teams, ask hard questions, and ensure we build the right thing and build the thing right. Passionate about clear thinking, cleaner designs, and taking the work seriously without taking myself too seriously.

Experience

2021 - Present

Sr. UX Designer | LexisNexis Risk | Amsterdam

Leading UX strategy using design thinking methodologies. Mentored junior, medior and even senior designers while managing cross-functional projects across multiple teams. Collaborated with product and design leadership to drive user experience initiatives in Fintech solutions, combining strategic vision with hands-on execution. Streamlined UX processes reducing design-to-development time. Established UX research practice that influenced numerous strategic decisions.

2019 - 2021

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

Led UX design processes across international teams (Leiden, Netherlands & Bonn, Germany) in intellectual property domain. Managed multiple cross-functional projects while partnering with product/design leadership on strategic initiatives to streamline user experience and improve usability. Re-built scalable design system adopted across several product lines.

2018 - 2019

SuperShift | Lead UX | Delft

Delivered end-to-end design solutions across web, cloud, and application platforms for B2B/B2E/B2C clients. Led cross-platform user experiences while mentoring junior designer and guiding development teams. Collaborated with product management to align user needs, business goals, and technical implementation.

2016 - 2018

OneWelcome | Lead UX / Product Designer | Amersfoort

Redesigned GDPR-compliant identity/access management interactions for Europe's leading IDaaS platform. Delivered secure user experiences across B2E/B2C/B2B/CIAM use cases through user research and interaction design. Implemented emerging IAM technologies including biometric authentication, FIDO2/WebAuthn passwordless login, and adaptive access controls.

2014 - 2016

Coosto | Interaction Designer (UX) | Eindhoven

Senior UX Designer | Coosto Led end-to-end mobile UX design for social media analytics and web care platform. Conducted user testing, wireframing, and structural design to validate experiences. Developed detailed scenarios and storyboards to align product with user needs and guide development team through refined design process.

Education

2022

Fascilitating Workshops | Nielsen & Norman Group | USA

Bring people together to collect knowledge, generate new ideas, and design solutions. Design group exercises that create harmony among diverse opinions and yield innovative solutions. As a facilitator, it's your responsibility to make workshops as productive as possible for attendees while ensuring that you move your project forward.

2022

Certified Sr. UX Designer | UX Academy | Amsterdam

Learn to combine business objectives with user needs in a UX strategy. Step into the role of a UX consultant. Bring your own case and map out your stakeholders with our UX Stakeholder Management Framework . Use this to influence your team and gain more support as a leader. Learn to apply negotiation and conversation techniques with an actor to convince your team.

1998

Grafisch Vormgever & DTP | Grafisch Lyceum | Rotterdam

At Grafisch Lyceum Rotterdam, I was educated as a Graphic Designer and DTP specialist, mastering layout, typography, color theory, and Adobe Creative Suite. I gained hands-on experience designing for print and digital media, exploring branding, packaging, and production, while collaborating on real projects to prepare for the design industry.

Skills

Information Architecture
Interaction Design
Visual Design
Prototyping
Wireframing
Design Systems
Accessibility (WCAG)
Responsive Design
Stakeholder Management
Cross-functional Collaboration
Client Presentation
Design Critique Facilitation
Budget Management
User-Centric management
Resource Planning
Team Mentoring
Design Leadership
Strategic Vision
Talent Acquisition
Performance Management

Design Culture Development
Career Development Coaching
Design Thinking
User Research
Usability Testing
Agile/Scrum Integration
Design Sprint Facilitation
Data Analysis & Metrics
Content Strategy
Innovation Workshops
Design Operations (DesignOps)
Expectation Management
Creative Problem Solving under Pressure
Pattern Recognition
Cultural Bridge Building
Feedback Synthesis
Vendor Coordination

Interests

Beyond the Experience: Dennis in Motion

When Dennis isn't crafting user experiences that make sense (a rare achievement in our digital chaos), you'll find him scaling walls like a determined gecko or racing at speeds that would make any sensible person reconsider their life choices. At 45 meters up or 45 kilometers per hour, he's collecting adrenaline like loyalty points—because two decades of wrestling with interfaces wasn't thrilling enough.

His camera serves as both creative compass and mental reset button, capturing details most miss while mindlessly scrolling. It's his way of slowing down time in a world obsessed with speeding it up—quite the paradox for someone who also enjoys defying gravity.

Back home, Dennis transforms into a digital architect, fortifying his network like a medieval castle and tinkering with his home server as if it were a prized vintage bicycle. He creates local AI bots and automates routines using Claude Code and MCP—because why do something manually when you can spend three times longer automating it? It's the beautiful irony of the modern tech enthusiast: using cutting-edge AI to optimize tasks that probably didn't need optimizing.

The man who knows that the best user experience makes you forget you're using technology—while building more technology than most small companies.