Lando Zeilstra

Senior UX & Product Designer

I design the systems people spend their working day in: enterprise platforms, customer portals and apps that make complex processes simple, accessible and scalable.



CONTACT

Schiedam, the Netherlands
landozeil@gmail.com
landoz.nl
linkedin.com/in/lando-zeilstra

SPECIALISMS

UX & Product Design
Enterprise platforms
Design systems and design tokens
Accessibility (WCAG AA)
User research and validation
Service design
Product strategy and product ownership

TOOLS AND METHODS

Figma · Miro · Azure DevOps · Confluence
Agile and Scrum · SAFe · design sprints
Basic HTML and CSS

EDUCATION

BSc Communication & Multimedia Design
Rotterdam UAS · 2009 – 2013

Foundation year, Graphic Media Technology
Rotterdam UAS · 2008 – 2009

HAVO (senior secondary school)
Het College Vos · 2002 – 2007

CERTIFICATIONS

Professional Scrum Master I
Scrum.org · 2024

Professional Scrum Product Owner I
Scrum.org · 2022

Profile

Senior UX & Product Designer with over ten years of experience designing digital products in complex organisations, across energy, mobility, insurance and healthcare. I translate user needs, business goals and complex processes into accessible, scalable solutions, combining UX strategy, service design and product thinking with hands-on design, validation and implementation.

I'm at my best where users, business and technology meet. As a bridge builder between users, stakeholders and development, I bring direction to multidisciplinary Agile teams and help organisations grow their UX maturity.

Experience

ANVA

Sep 2026 – present
Senior UX & Product Designer
Amersfoort, Utrecht · hybrid

ANVA builds software for the insurance industry. I work as senior UX & product designer on the ANVA 6 platform.

ElastIQ-Connect

Mar 2025 – Sep 2026
Senior UX & Product Designer · secondment
Rotterdam · remote

ElastIQ-Connect supports organisations with digital transformation in complex, data-driven environments. In this role I worked on assignments at NS and Enexis, on dashboards, portals and business-critical applications.

Enexis

Oct 2025 – Sep 2026
Senior UX & Product Designer
Den Bosch · hybrid

Enexis, a Dutch grid operator, serves millions of customers and thousands of employees. In the small-consumer domain I worked on MIKA, an internal platform that makes processes around connections, customer requests and usage data more efficient.

- Designing dashboards, portals and complex user flows
- User research, validation and stakeholder interviews
- Wireframes, prototypes and UX concepts in Figma, annotated for development
- Working with developers, product owners and business in Agile teams

Result

- Simpler operational processes and faster task handling
- Active contribution to UX standards, design system adoption and knowledge sharing in the UX guild

COURSES

Over 40 Interaction Design Foundation courses (2026), including UX Management, Service Design, Accessibility in Practice and AI for Designers.

Claude AI Tools and Mastering Claude Code, SkillsBooster (2026).

LANGUAGES

Dutch · native

English · professional

VOLUNTEERING

Group leader, Scouting Allart van Heemstede

Sep 2007 – present

Guiding and developing young members, organising activities and working in a team of volunteers.

PERSONAL

Sociable, analytical and goal-driven.

Inline skating, running, the gym, guitar, travel and hiking.

NS (Dutch Railways)

Mar 2025 – Oct 2025

Senior UX & Product Designer — Utrecht · hybrid

NS builds digital services for travellers, employees and development teams. In a multidisciplinary Agile team I worked on the next version of the developer portal, built with Tractie, NS's Enterprise Design System.

- Designing portals, dashboards and user flows
- UX research and stakeholder interviews
- Wireframes, prototypes and validated designs
- Close collaboration with developers, product owners and stakeholders

Result

- More consistency and reuse through design patterns and components
- Accessibility and UX quality secured within the existing architecture and design principles

Onderlinge 's-Gravenhage

Apr 2023 – Apr 2025

Senior UX & Product Designer · Product Owner — The Hague · hybrid

Insurer specialising in life insurance and pensions. In a combined UX and product role I was responsible for developing the customer portal and internal applications.

- Led the customer portal redesign, focusing on usability and digital self-service
- Responsible for roadmap, prioritisation and stakeholder alignment
- Coaching the team and working closely with business, development and management

Result

- A design system with components and design tokens
- WCAG AA compliance for the renewed portal
- Higher UX maturity across the organisation

Woonz

Apr 2023 – Apr 2025

Senior UX & Product Designer (Lead) — alongside Onderlinge

Woonz.nl helps older people and their families find suitable housing and care. I simplified the user journey and improved accessibility and ease of use for a broad audience.

- Optimising customer journeys based on data and insights
- Flows, wireframes and prototypes, and UX advice to stakeholders
- Applying WCAG principles in every new solution

Result

- Better accessibility, navigation and findability for a broad audience

Attenza

Nov 2021 – Apr 2023

Senior UX & Product Designer — Palliative care

Digital solutions for palliative care at home, matching care requests with care providers. I worked closely with care professionals and development to turn complex workflows into a dependable app.

- Developing UX strategy and user flows
- Designing and testing applications and prototypes in Figma
- Technical design and alignment with development in Agile teams

ProCC

Dec 2020 – Nov 2021

UX Designer Greenhouse horticulture

- Software for labour and crop registration: complex operational data turned into clear dashboards and apps
- UX strategy for mobile and web applications, with a consistent experience across both

AnywhereNow

Feb 2020 – Dec 2020

UX Designer Technology and cloud

- Contact centre solutions in the Microsoft ecosystem, integrated with Teams and Dynamics
- UX/UI design, prototyping, customer journey mapping and front-end support

ASolutions Healthcare

Sep 2014 – Feb 2020

UX Designer Digital healthcare

- Designing and improving accessible healthcare applications and websites
- Concept development, prototyping, UX strategy and research

Early experience aNewSpring (UX graduation project) · Drecomm / Youwe (design internship)