

Profile

Alexander van Brakel

Senior Product Designer | Human-Centered Innovation | Bridging Psychology and Technology

I lead product design from concept to execution, balancing user needs, business goals, and technical feasibility with a foundation in psychology, information technology, and design thinking. My experience ensures solutions are intuitive, scalable, and impactful—driven by empathy, strategy, and collaboration.

When I'm not designing or chasing after my kids, I explore the intersections of psychology, philosophy, and creativity, all while enjoying a well-crafted cocktail.



Professional Experience

Manager UX/UI at Riedel Communications

March 2022 - Present

Riedel Communications is a global leader in hardware and software solutions for the broadcast industry, specializing in premium intercom systems and communication technologies for major broadcasters in Europe and the U.S.

- **Led UX/UI strategy** for complex digital products, aligning user needs, business goals, and technical constraints to deliver seamless, scalable solutions.
- **Collaborated cross-functionally** with developers, stakeholders, and end-users to ensure designs met both functional and strategic objectives.
- **Scaled the UX/UI team** by recruiting, onboarding, and mentoring junior designers, fostering a culture of innovation and collaboration.
- **Presented high-fidelity designs** to internal and external stakeholders, ensuring alignment and driving product development with data-informed insights.

Lead UX/UI Designer at Cape Groep & eMagiz

April 2016 - December 2021

CAPE Groep and its sister company eMagiz specialize in low-code software development and enterprise integration platforms, with eMagiz iPaasS being a leading tool for building high-quality IT system integrations.

- **Led the design of enterprise software solutions**, optimizing usability and user engagement through iterative testing, A/B testing, and strategic UX improvements.
- **Balanced business and technical requirements** to deliver products that met market demands while maintaining a seamless user experience.
- **Scaled the UX/UI team** by recruiting, onboarding, and mentoring junior designers, fostering a culture of innovation and collaboration.
- **Served as a bridge between stakeholders**, mediating between end-users, developers, and leadership to ensure alignment and successful product launches.

Project Manager at Label305

January 2014 - December 2015

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Details

Werstener Dorfstraße 154
40591 Düsseldorf
+31 6 1090 1968
alexandervanbrakel@gmail.com

Date of Birth

17th of August 1982

Nationality

Dutch

Skills

Personal

Self-motivated
Effective communicator
Team oriented

Project

SCRUM
SAFe

Tech & Tools

HTML, CSS, (react)JS
Figma, Sketch
Adobe Suite
Balsamiq

Languages

Dutch: Native
English: Almost Native
German: Professional

Education

MSc. Communication Science
University of Twente 2011

Professional Experience Over 10 Years Ago

UX/UI Specialist at Saxion University of Applied Science

April 2013 - October 2014

Saxion University offers bachelor's programs in fields ranging from hospitality to IT, focusing on applied learning and industry partnerships.

- Conducted user research to identify pain points in digital services and designed digital forms to optimize student experiences and reduce administrative burden.
- Delivered actionable insights to internal product owners, laying the foundation for data-driven design practices.
- Implemented form improvements using HTML, CSS, and JavaScript, directly contributing to increased efficiency and user satisfaction.

Team Lead & Coordinator at University of Twente Online Learning Environment

July 2009 - March 2013

The University of Twente's interactive online learning platform supports pre-university students and educators in preparing for Gymnasium exams.

- Led a digital animation team, managing performance reviews and ensuring alignment with project goals.
- Translated educational content into interactive simulations, enhancing engagement and learning outcomes for students.
- Represented the platform at national conferences, sharing insights on digital learning and user experience in education.