TIM THEYS

Senior Product Designer | UX/UI
Warsaw, Poland

Portfolio TT
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Senior Product Designer specialized in the **design of data-sensitive products** for international companies and public institutions. Currently focused on leveraging an **AI-powered design stack** to build a platform to evaluate human-agent interactions.

KEY COLLABORATIONS

SKILLS

UX Research: Usability testing, synthetic user testing, personas, journey mapping, user flows, storyboarding, heuristic evaluations, focus groups, accessibility (WCAG 2.2) and A/B testing.

Prototyping & Design: Wireframing, low- to high-fidelity prototyping, code-based prototyping, interaction design, data visualization and design systems.

Methodology & Strategy: Design thinking, design sprint facilitation, HCI & technology adoption research, information architecture, stakeholder management, workshops and product discovery.

DESIGN TOOLS

Claude Code, Claude Design, Figma (components, auto-layout, variables), Figma MCP, Figma Make, Webflow, Framer, Lovable, v0, Miro, Dovetail & n8n

RECENT CERTIFICATIONS

AI Design by Memorisely | *Mar 2026*

Figma - Advanced Training by BYOL | *Feb 2026*

LANGUAGES

DUTCH - Native speaker
ENGLISH - C1
FRENCH - B2
POLISH - A1

AWARDS

Leo Baekeland Award for Best Master Thesis in Industrial Engineering
Ghent University | *2022*

'The Design of a Smart Diametrically Adjustable Ligament Knee Orthosis'

Best Poster Award
Faculty of Engineering and Architecture Research Symposium | *2024*

'The design and evaluation of a personal data store application'

EXPERIENCE

Senior Product Designer
imec | *Jan 2026 - Present*

End-to-end ownership of the design and development of ASTRA, a plug-and-play **AI platform** to design, set up, and test **human-agent interaction**. From first idea to working product in a few weeks, user-tested with **public broadcaster VRT**. Built with an AI-powered design stack including **Claude Code** (for code-based prototyping), **n8n**, **ElevenLabs** and **Figma MCP** to maintain the **design system.**

Coordinating the **AI-powered product design** project, guiding 20+ SMEs in integrating AI-powered workflows into their product design processes.

Defining the **'shifting interfaces' strategic roadmap** to align imec's product and research focus with emerging interaction modalities such as physical AI.

Freelance UX Designer
Open Data Institute | *Mar 2026 - Apr 2026*

Designed and delivered a high-fidelity prototype of a Personal Data Store application, used by ODI to drive client acquisition, based on a survey with **2,335 respondents** and **17 usability tests**.

UX Designer & Researcher
imec | *Feb 2022 - Jan 2026*

Led UX prototyping and research for the **Flemish public broadcaster's streaming platform VRT MAX** to evaluate cross-platform personalized recommendations using Personal Data Stores, through expert reviews, high-fidelity Figma prototyping and focus groups with **19 users**.

Evaluated user trust and platform transparency through usability testing for the **Flemish Government** and **Randstad** to enable effortless digital diploma sharing via Personal Data Stores on My Citizen Profile (3M+ users); delivered chaptered behavioral video insights and design recommendations that **reduced the process steps by 30%**.

Facilitated a 2-week innovation challenge **design sprint** for 50+ international participants in collaboration with **Marriott Hotels** (Indonesia), delivering user-validated prototypes focused on reducing food waste.

Co-organized 10+ **design sprints** fostering community-driven innovation and co-creation in the city of Ghent.

Built and shipped the **User Innovation Toolbox**, an interactive Double Diamond framework making the design process accessible for first-time users.

Presented at **4 international HCI conferences**, including **CHI 2025** (Yokohama) and **HCII 2024** (Washington, DC).

R&D Intern Medical Product Design
Eqwal Ability | *Aug 2020 - Sep 2020*

Conceptual design and rapid prototyping of a 3D-printed wrist orthosis.

EDUCATION

PhD in Human-Computer Interaction
Ghent University | *completed in Jan 2026*

Professional Diploma in UX Design
UX Design Institute/Glasgow Caledonian University | *2021*

Hands-on online credit-rated course encompassing user research and prototyping.

MSc in Industrial Design Engineering Technology
Ghent University | *2020 - 2021*

Summa Cum Laude graduate

BSc in Industrial Design Engineering Technology
Ghent University | *2016 - 2020*

Magna Cum Laude graduate, including an Erasmus Exchange to the **Polytechnic University of Valencia, Spain** (2020).

I hereby give consent for my personal data to be processed for the purpose of conducting recruitment for the position for which I am applying.