



Willem de Lang

UX/UI Designer | Design System Specialist

Contact

Email

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Telephone number

+31 (0) 636341784

Date of birth

08-08-1989

Based in

Den Bosch

Languages

Dutch (native), English (fluent)

Portfolio

wtdelang.nl

Skills

- Interactie design
- Visual design
- Brand identity
- Design systems
- Usability testing
- UX research
- Responsive design
- Web & native apps
- Agile/SAFe

Education

Industrial Design Engineering
Haagse Hogeschool
2013-2019

Tools

- Figma (5+ years)
- Sketch (Teams)
- Adobe Creative Suite
- Salesforce
- WordPress
- InVision
- Zeplin
- Jira & Confluence
- Microsoft Suite

Methods

- Triple Diamond
- Design Thinking
- A/B Testing
- Guerilla testing

Profile

Driven UX/Product Designer with 8+ years of experience designing accessible, consistent, and user-friendly digital solutions for both large corporates and government organizations. I combine user needs with technical knowledge to deliver the best solutions. Strong in setting up design systems, prototyping, and working closely with Agile development teams to solve complex user problems. Discover more of my work and projects at wtdelang.nl.

Work Experience

KVK (Dutch Chamber of Commerce), Utrecht

2022-2025

Product Designer | UX Designer

(Title officially changed to UX Designer in 2025)

- Lead UX Designer for the end-to-end design process of *Mijn KVK*, a central and secure digital platform within a regulated public context.
- Translated discovery insights into concrete user flows, wireframes, and high-fidelity designs.
- Designed complex service and decision flows where legislation, validation rules, and data-driven decision logic were translated into clear screens and customer journeys.
- Visualized process logic and decision structures in interactive prototypes (tested through usability testing and guerrilla testing – Triple Diamond methodology).
- Designed and optimized content and service pages within a Salesforce-driven application environment.
- Collaborated closely with product owners and development teams (React environment) to ensure scalable, consistent, and accessible implementation.

Air France KLM, Amstelveen

2017-2021

UX/UI Designer | Design System Designer

- Responsible for establishing and structurally embedding the multi-branded Air France KLM Design System within an Angular architecture, including governance, quality assurance, and adoption across design and development teams.
- Ownership of the end-to-end design system process: from component definition and documentation to implementation, version control, and continuous optimization.
- Translated visual brand identities into scalable digital tokens and reusable UI components across multiple international platforms.
- Initiated the redesign of the legacy KLM homepage, including A/B testing in collaboration with the analytics team (resulting in measurable conversion improvements).
- Designed complex enterprise interfaces such as the Developer Portal, Baggage Indicator, and KLM Careers.

Trimbr, Delft

2015-2017

UX/UI Designer & Co-founder

- Developed branding, UX flow, and interface for booking apps in the hairdressing industry.
- Set up wireframes, prototyping, and branding from scratch.

Ekolectric, Delft

2014

UX/UI Designer (own company)

- Interaction and visual design of a tablet interface for electric vehicles.
- Visualized battery status, driving information, and settings in an intuitive interface.