STEFANIA KUSCHNIR VAN DER GOES

SENIOR UX / PRODUCT DESIGNER
Enterprise Platforms | Systems Design | UX Strategy

Wateringen, Netherlands | 0612117912 | stefruth85@gmail.com
Portfolio: https://stefania-ux-design.com/ | LinkedIn: https://www.linkedin.com/in/stefania-kuschnir-van-der-goes-8a9b3561/

PROFESSIONAL SUMMARY

Senior UX / Product Designer with 12+ years of experience across enterprise engineering software, healthcare platforms and mobile products. Leads complex problems from discovery and requirements definition through interaction design, validation and release. Specialises in simplifying expert workflows, modernising legacy tools and creating coherent experiences across interconnected systems. Combines hands-on design with stakeholder influence, roadmap prioritisation and designer mentoring.

CORE EXPERTISE & TECHNOLOGIES

Product & Systems Design: Enterprise UX, Systems Thinking, Information Architecture, Interaction & UI Design, Complex Workflows, Roles & Permissions, Responsive Design, Design Systems, Reusable Patterns, Wireframing & Interactive Prototyping. **Design Tools:** Figma, Sketch, Adobe XD, Axure RP, Adobe Photoshop, Adobe Illustrator, Storybook. **AI & Prototyping Tools:** Claude, Relume AI, Figma AI, Figma Make, Replit, v0.

Research & Strategy: User Interviews, Usability Testing, Workflow Analysis, Journey Mapping, Problem Framing, Workshop Facilitation, Requirements Definition. **Tools:** Miro, FigJam, SurveyMonkey, Google Analytics 4.

Delivery & Leadership: Design Team Leadership, Developer Collaboration, Implementation Reviews, Stakeholder Alignment, Roadmap Prioritisation, Design Backlog Management, Agile/Scrum, Design Reviews, Designer Mentoring. **Tools**: Jira, Notion, Google Workspace.

PROFESSIONAL EXPERIENCE

Lead Senior UX Designer | Baker Hughes | Delft, Netherlands | August 2019 – December 2025
Led UX strategy and end-to-end experience design for JewelSuite Well Engineering, a complex enterprise platform supporting specialist engineering workflows. Worked across interconnected product areas to align user needs, technical requirements and long-term product direction.

- Shaped product direction through proactive UX leadership, identifying structural problems in reporting and Run Planning, building business cases for foundational improvements and securing stakeholder commitment beyond individual feature requests.
- Led complex design initiatives from discovery through release, translating user research, engineering requirements and domain knowledge into information architecture, interaction models, prototypes and implementation-ready workflows.
- Redesigned the reporting experience across seven fragmented entry points, establishing centralised navigation, purpose-specific report flows and clearer template management while accommodating new report types and making system states explicit.
- Directed the UX integration of a business-critical legacy displacement tool into JewelSuite, collaborating with another designer, subject-matter experts, product, engineering and QA to bring configuration, validation and interpretation into one coherent workflow.
- Made complex engineering decisions easier to navigate through decision trees, progressive disclosure, reusable operation templates and rule-driven diagrams, balancing guided interactions with the flexibility and technical precision required by expert users.
- Established a scalable information architecture for Run Planning, facilitating workshops across three expert groups, reconciling competing mental models and securing approval for task-focused structures that supported future product expansion.
- Embedded evidence and technical feasibility into design decisions, combining interviews, usability evaluation, workflow analysis and iterative expert validation; partnered with developers through implementation to resolve constraints and maintain experience quality.
- Led designers through end-to-end feature delivery, managed the design backlog and improved UX processes within Scrum, resolving issues between design and development.

- Strengthened cross-product consistency through shared UX guidelines, reusable patterns, design reviews and designer mentoring.

UI UX & Interactive Designer | Republic M! | April 2017 – March 2019
- Led UX/UI design within Scrum teams for pharmaceutical and healthcare platforms, balancing user needs, regulated-content requirements and technical feasibility.
- Conducted research, stakeholder interviews and usability testing; translated findings into information architecture, task flows, wireframes and interactive prototypes.
- Designed responsive desktop and mobile experiences, established reusable interaction patterns and aligned developers and subject-matter experts through workshops and reviews.

UI UX & Interactive Designer | Random Logic | Herzliya, Israel | July 2013 – January 2017
- Led UX/UI design for a gaming application and adapted existing products to new platforms, creating user journeys, wireframes, interfaces and animations.
- Refined experiences through iterative testing and collaborated with development, marketing and production teams through implementation and launch.

Interactive & Web Designer | **Quando Media** | January – June 2013
- Designed landing pages, interactive campaigns and production-ready assets across digital platforms.

Graphic Designer | **Teamim** | January 2011 – January 2012
- Designed website pages and digital marketing assets, maintaining visual consistency across online channels.

SELECTED WORK

Complex Tool Integration | JewelSuite Well Engineering | https://stefania-ux-design.com/work/complex-tool-integration
Integrated a legacy displacement tool into one guided workflow. Designed manual and template-based configurations with rule-driven diagrams, enabling engineers to configure operations and interpret results within the same environment. Supported implementation through release.

Reporting Experience Redesign | JewelSuite Well Engineering | https://stefania-ux-design.com/work/reporting-redesign
Addressed fragmentation across seven reporting entry points. Designed centralised navigation, distinct short and comprehensive report flows, clearer template management and explicit system feedback, establishing a consistent structure for additional report types.

New CMS System & Website | Sanofi Genzyme | https://stefania-ux-design.com/work/cms-video-platform
Owned UX for a six-month, multi-country healthcare platform. Defined permissions, approval workflows and CMS–website dependencies. Without a dedicated Product Owner, prioritised requirements and phased delivery, coordinating validation across roles, workflows and devices.

Greenfield Disease Platform | Daiichi Sankyo | https://stefania-ux-design.com/work/disease-platform
Defined platform logic and 11 user flows within a two-month design scope. Connected registration, medical-license verification, content, education and meetings, balancing open discovery with controlled access for healthcare professionals.

EDUCATION AND CERTIFICATIONS

Professional Diploma in Visual & Interactive Multimedia Design | Avni Institute of Art & Design, Israel | 2009 – 2012
UX Design Techniques: Overview | Lynda.com | April 2014
Maya 3D Training | HackerU | 2012–2013
User Experience Design Fundamentals | Udemy | July 2019
Rapid Usability Research for UX Designers | Udemy | July 2019

LANGUAGES

English | Dutch | Spanish | Hebrew