

📍 Bussum, Netherlands

☎ +31 6 2575 8249

✉ laura.rademaker@gmail.com

PRODUCT DESIGN & STRATEGY LEADER

Laura Rademaker

APPROACH

Discover, design and deliver measurable user impact & business value. I believe in a user centric approach, continuously working to understand our users, their goals, their needs and the opportunity space in order to drive towards a shared vision.

LEADERSHIP

It's the mindset that we create even more change and better ideas together, that I continually drive as I scale the impact of User Experience methodology across departments. I believe in creating an environment where people feel heard, confident, and encouraged to try new things. Leading an open feedback culture where we grow together as a team through empathy and a shared passion towards achieving personal growth.

PERSONALITY

I'm a passionate and energetic team player focused on driving a positive change. Proactive & a self-starter, I tackle problems and opportunities head on without hesitation. The energy I bring into the room brings people together as a team and drives the encouragement needed to succeed. It's through working together that I believe we achieve the greatest results.



🌐 www.redfrontdoor.com

🌐 [linkedin.com/in/larademaker/](https://www.linkedin.com/in/larademaker/)



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ABOUT

I help teams *uncover, understand & solve* problems while driving towards a shared vision. With over 18 years of experience leading product discovery & design projects, I bring a holistic user-centric mindset to cross-disciplinary teams focused on continuously uncovering user needs and reaching business goals.

EXPERTISE

Design Thinking / Customer Centric



Design Sprints / Hackathons



Design Systems



Agile & Lean Methodologies



Product Management



SKILLS

Figma, Sketch



Adobe Suite, Principle, Axure



HTML/CSS/Drupal



GET IN TOUCH

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EXPERIENCE

- 09/2023 - Present **Coach & Expert UX/UI Open-ICT**
HU University of Applied Sciences, Utrecht, Netherlands
Responsible for the growth & development of 16 students who work within agile, multidisciplinary teams to deliver working products for various Dutch businesses. Leveraging the skills I've acquired in my career, I help the students develop stronger team working & technical skills.
- 05/2021 - 06/2023 **Global UX & PO Manager E-Commerce (Head of Product)**
G-Star RAW, Amsterdam, Netherlands
Led & grew a team of customer-centric data-driven Product Owners & UX Designers responsible for optimising the e-commerce experience (web and app). Defined a shared product vision and roadmap for the full discovery to delivery process ensuring the team delivered solutions to customer problems that delivered business value.
- 09/2018 - 04/2021 **Senior Product Designer**
De Bijenkorf, Amsterdam, Netherlands
Responsible for product discovery and design activities within a cross-functional scrum team, leading the vision and product roadmap together with the Product Owner. Refined the UX team's processes through the creation of a Design System and the set up of a structured cross-department research process that helped focus the roadmap across all teams.
- 03/2015 - 08/2018 **UX Designer**
Bestseller, Amsterdam, Netherlands
Defined DesignOps standards for the team of UX designers that ensured consistent and validated web and app solutions. Followed a customer-centric approach to full redesign of website platform for the 17 brands.
- 04/2011 - 03/2013 **Strategic Interaction Designer**
Whirlpool Corporation, Michigan, USA
Defined interactions for digital touch points on home appliances, following a user-centered approach from initial story board concept to final high fidelity prototype user testing.
- 2008 - 2009 **Master of Science, Human-Computer Interaction**
University of Michigan
- 2001 - 2005 **Bachelor of Science, Technical Communications**
Minnesota State University