



LEONIE VELTHUIS-DIJKSTRA

UX Researcher & Web Project manager

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SKILLS

UX research

Digital strategy

Customer journey management

Service design

Agile project management

Executive-level consulting

Stakeholder management

Communication skills

Team management

CHARACTERISTICS

Passionate

Results-oriented

Analytical

Pragmatic

PROFILE

As a UX Researcher and Digital Project Manager, I help organizations create user-centred digital products that deliver measurable business results.

I combine UX research, analytics, strategy, and project leadership to design websites, customer portals, e-commerce platforms, and self-service environments that are intuitive, accessible, and conversion-driven.

I thrive in agile, cross-functional teams where learning, experimentation, and continuous improvement are part of the way of working. By combining qualitative and quantitative research methods—including user interviews, usability testing, workshops, customer journey mapping, analytics, and surveys—I translate user needs and business objectives into data-driven decisions that improve user experience, increase conversion, and streamline digital processes.

With more than 20 years of experience, I lead digital projects from research and strategy through implementation and optimization. I collaborate closely with designers, developers, product owners, content teams, and stakeholders to deliver scalable, secure, and future-ready digital solutions. My experience includes AI-powered customer solutions, knowledge bases, smart integrations, and omnichannel customer journeys across web and mobile.

My pragmatic, analytical, and collaborative approach helps organizations make better decisions, build stakeholder support, and create digital products that users value and organizations can grow with.

EMPLOYMENT

UX / Website project lead (Freelance)

Nov 2025 – Present

Zone.college, Lochem

- Conducting UX research (expert reviews, analytics, user interviews, needs assessments, and UX workshops);
- Mapping customer journeys and developing personas;

Proactive

Problem solving

Innovative

LANGUAGES

Dutch

English

HOBBIES

■ Travelling

■ Rally driving

■ Skiing

■ Fitness

REFERENCES

Marije Bruning

Zone.college, Lochem

mbruning@zone.college

Heleen Rouw

Cinekid/ CIIC (CLICKNL),

Amsterdam

h.rouw@cinekid.nl

Hans Molenaar

Beeckestijn Business School,

Amersfoort

hmolenaar@beeckestijn.org

- Developing digital strategies, project plans, and agency briefs;
- Selecting agencies and vendors, including procurement and contract negotiations;
- Managing agencies throughout the design and development phases;
- Guiding CMS selection, implementation, and content migration;
- Advising on digital infrastructure, IT architecture, and system integrations;
- Coordinating content creation, editorial processes, and publishing;
- Developing and implementing AI solutions for content production;
- Testing and quality assurance;
- Developing and implementing measurement frameworks and analytics plans.

UX Researcher (Freelance)

Nov 2025 – Mar 2026

LVLB, Gorinchem

- **LVLB** is the Dutch Association of Local Tax Authorities, representing multiple municipalities across the Netherlands.
- Planned and conducted usability testing for the pilot **“Check Your Property”**, a tool that enables homeowners to influence the WOZ (property valuation) assessment of their property.
- Analyzed user feedback and identified usability issues and opportunities for improvement.
- Prepared an advisory report with key findings and actionable recommendations.
- Supported the implementation of the recommendations and optimizations outlined in the advisory report.

Project Lead New website (Freelance)

Jan 2025 – Jul 2025

CIIC (CLICKNL), Rotterdam

- Led the development of the new website from user research, digital strategy, and UX/UI design through to delivery, implementation, and go-live.
- Translated user needs and organizational objectives into functional requirements, a project roadmap, and project planning.
- Coordinated multidisciplinary project teams and managed external agencies and suppliers.
- Led content production, editing, and content migration, including the development of content guidelines, CMS standards, and content governance.
- Configured the CMS, established a centralized digital asset library, and managed the content migration process.
- Ensured compliance with WCAG accessibility standards and the Dutch Digital Government Act (WDO).
- Developed and implemented the online communication strategy.

UX Research & Digital Strategy Consultant (Freelance)

Dec 2024 – Apr 2025

GBLT, Zwolle

- Planned, conducted, and analyzed qualitative and quantitative research, including analytics (Piwik), benchmark analysis, expert reviews, content analysis, stakeholder interviews, Hotjar analysis, and customer service data.

- Identified target group needs through workshops and improved site structure and navigation using methods such as card sorting and tree testing.
- Based on the research, I developed an online vision and digital strategy.
- Created a multi-year roadmap and a concrete project plan for phase 1, including actionable recommendations for UX/UI and content.
- Built strong internal support among management, project teams, and stakeholders, providing a clear direction for improving digital services and communication — aiming for higher self-service conversion, higher customer satisfaction, more efficiency and less pressure on customer service.
- Advised on CMS optimization, content management setup, and the use of AI.
- Ensured that all plans and recommendations complied with WCAG 2.2, GDPR/Privacy Law, WDO, WOO, and inclusion requirements.

UX Researcher/ AI consultant (Freelance)

Sep 2024 - Jun 2025

Turbo's Hoet, Hoevelaken

- Conducted analyses, including UX reviews, web analytics, content analyses, and stakeholder interviews.
- Mapped customer journeys, personas, and target audience needs through workshops and user research.
- Developed a digital vision and online strategy for digital service delivery.
- Created a multi-year website roadmap, including a strategic roadmap and project plan for the first implementation phase.
- Advised on CMS optimization and the organization of content management.
- Ensured accessibility, privacy, transparency, and inclusion by incorporating WCAG 2.2, GDPR, the Dutch Digital Government Act (WDO), and the Dutch Open Government Act (Woo) into strategic plans and recommendations.

Consultant Learning & AI (Freelance)

Nov 2024 - Jan 2025

Centric, Gouda

- Development of AI-driven online demos for Centric's new customer service portal
- Advising on copy optimization to improve UX

UX Researcher/ Project Lead Website & Digital Transformation (Freelance)

Mar 2023 - Sep 2024

Cinekid, Amsterdam

- **UX research:** conducted quantitative and qualitative research, including analytics, expert reviews, content and benchmark analysis, and interviews. Facilitated workshops to define objectives, target groups, and customer journeys and personas per segment, and developed the high-level site and navigation structure using methods such as card sorting and tree testing.
- Delivered a new website and IT infrastructure, including process digitalization and change management — improving customer experience, boosting online ticket sales (B2C) and B2B e-commerce performance, and increasing efficiency and service quality.
- Led multiple internal and external cross-functional teams and

suppliers, from strategy and UX/UI design to development and implementation of the new "My Cinekid" environment.

- Planned and conducted an agile prototype test, translating insights into UX and UI improvements that were immediately implemented and re-tested with users to validate outcomes.
- Set up a new digital infrastructure (Craft CMS, Fiona Festival platform, Active Tickets, De Container) and integrated these systems to create a seamless customer experience.
- Introduced new ways of working within the organization, including staff training, to embed digital processes.
- Developed a new tone of voice, style guide, and content strategy, and managed content production (including translations), CMS setup, and image library creation.
- Provided advice on content management organization and trained the marketing team.
- Ensured compliance with SEO best practices, WCAG standards, inclusivity, and GDPR/Privacy Law.
- Developed a measurement plan, supervised GA4 implementation, and delivered an online dashboard for performance insights.

Consultant Learning & Development (Freelance)

Mar 2022 – Mar 2023

Centric, Almere

- Developed comprehensive training programs for onboarding new implementation consultants in the logistics and retail sectors.
- Conducted needs assessments, analyzed data, and created a blended learning program that reduced onboarding time from one year to three months.

Teamlead Programme Management

Aug 2013 – Feb 2021

Beeckestijn Business School, Leusden

- Led the Program Management department (8 employees) with responsibility for new business development and digital product innovation in a fast-paced, agile environment that valued learning and experimentation.
- Digitized internal processes and guided employees in agile ways of working, resulting in greater efficiency and higher service quality.
- Developed a portfolio of training programs, including customized solutions for clients such as KLM/Air France, a.s.r., Achmea, ENGIE, and De Heus.
- Designed, developed, and launched the Digital Marketing eAcademy (e-commerce) and Digital Marketing Traineeship, creating e-learning programs, building the platform, and introducing pricing models that generated new revenue and business growth.
- Applied user research to translate client and employee needs into tailor-made programs supporting their digital transitions.

Digital Project Manager (Freelance)

Jan 2012 – Jul 2013

Ronald McDonald Kinderfonds, Amersfoort

- User research: conducted qualitative and quantitative user research and used the insights to develop new digital channels.
- Developed a new website (Drupal CMS), intranet (SharePoint Online), and social media strategy supported by an analytics

dashboard for continuous optimization.

- Used storytelling and UX-driven content to bring the mission to life, attract donors, increase traffic and conversion, and enhance internal collaboration and fundraising results.

Communication Advisor Online

Aug 2009 – Aug 2011

Fundeon, Harderwijk

- Responsible for developing a completely new website for Fundeon, including content management, email marketing, SEO, and analytics.

Senior Webmarketeer

Feb 2005 – Feb 2008

Bouwfonds Hypotheken/ Florius, Amersfoort

- Responsible for the website and online marketing activities of Bouwfonds Hypotheken and Florius, including UX and conversion optimization, content management, analytics, digital advertising, SEO, and SEA.
- Led the rebranding project when Bouwfonds Hypotheken became Florius in 2007, managing the development of a completely new website and an online campaign to launch the new brand. The site was immediately rated 8/10 by customers at launch and grew into a solid and trusted brand for both customers and intermediaries.

Webmanager Vaya! (e-commerce)

Jun 2004 – Jan 2005

ER Travelgroup, Almere

- Designed the Vaya! online travel agency webshop, awarded *Best Online Travel Site* for its intuitive search and filter functionality.
- Optimized the online customer journey to improve findability, traffic, conversion, and customer satisfaction.
- Collaborated with designers, developers, marketers, and stakeholders to create a seamless e-commerce experience that helped the company grow from start-up to scale-up. The platform's strong UX and commercial performance led to its acquisition by Sunweb.

Lead Research & UX Designer

Oct 2000 – Jun 2004

LBI Lost Boys, Amsterdam

- Translated organizational goals and customer needs into creative internet and intranet concepts.
- Developed UX and functional designs, provided consultancy and workshops, and conducted UX research in close collaboration with cross-functional teams.
- Planned, conducted, and analyzed qualitative and quantitative end-to-end research, including analytics, behavioral analysis, benchmark and competitive analysis, expert reviews, user and stakeholder interviews, customer journey mapping, persona workshops, prototype and usability testing, A/B testing, card sorting, and tree testing.
- Mapped and improved customer journeys and translated insights into actionable UX and online strategies for clients such as Wolters Kluwer, ING, Postbank, NN, SVB, Vaya.nl, and the Ministry of Transport, Public Works and Water Management.
- Improved information findability, increased traffic and conversion, and created user-friendly, data-driven interfaces – helping organizations achieve their digital and e-commerce goals.

- Worked with various content management and collaboration systems, including SharePoint, Drupal, and custom platforms.

EDUCATION

Post Bachelor: AI Business Professional Beeckestijn Business School, Amersfoort	Sep 2024 – Jan 2025
Postmaster Digital Transformation & Organization Beeckestijn Business School, Leusden	2021 – 2022
Management of people De Baak, Noordwijk aan Zee	2018
Customer journey mapping Beeckestijn Business School, Leusden	Mar 2018
Design Thinking Beeckestijn Business School, Leusden	Apr 2018
Postmaster Digital Marketing Strategy & Leadership Beeckestijn Business School, Leusden Including: online customer journey management, UX research, conversion optimization, content management and analytics.	2013 – 2014
Post-bachelor Social Media Beeckestijn Business School, Leusden	2012 – 2013
Master Business Administration, Marketing Rijksuniversiteit Groningen, Groningen	1995 – 2000
Honours course: E-commerce University of Stirling, Stirling	1998 – 1999
Brand management and consumer behavior Erasmus Universiteit Rotterdam, Rotterdam	2000
Gymnasium Praedinius Gymnasium, Groningen	1989 – 1995

TOOLING

- **CMS:** WordPress, Craft CMS, Laravel, Drupal, SharePoint Online
- **LMS:** aNewSpring, Studytube
- **Project Management:** Asana, Jira, Miro, Trello, Slack, Microsoft Teams
- **UX & Design:** Balsamiq, Figma, Miro
- **Analytics & Reporting:** Google Analytics 4 (GA4), Piwik PRO, Looker Studio, Hotjar, Microsoft Power BI
- **Other Applications:** Algolia AI Search, ActiveTickets, Fiona Film Festival, Business Monitor, SugarCRM, Coachview, Mailchimp, AFAS, Formie, Spotler, SEOMATIC, Content Buddy, Container