

# Sander van der Kolk



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Male · Dutch · 1986

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## Profile

Sander is a goal-oriented designer and entrepreneurial developer with strategic insight and a holistic approach. Throughout his career, he has made his mark in both small and large teams, both internally and externally, by designing user-friendly web apps and websites. In terms of design, he has experience with Photoshop, Sketch, Adobe XD, Figma, and Zeplin and is accustomed to working with software such as Github, Atlassian Bitbucket, JIRA, Trello, Linear, Monday, using Agile/Scrum, Kanban, and traditional waterfall methodologies.

After completing his studies, Sander joined the internet agency iWink as Product Manager for Email Marketing & CMS for iMailingtool and the CMS Kirra. He worked in a multidisciplinary team and served as the main point of contact for clients, in addition to processing feedback and designing functionalities. From 2014, Sander co-founded Konstruktiv with a partner. Over the years, Sander took on project management, design, and frontend development responsibilities, collaborating with a small team of three backend developers and one designer/frontend developer to create applications for international and national medium-sized organizations.

Sander enjoys working in teams, rolling up his sleeves alongside his colleagues to tackle challenges collectively. He excels at motivating people and is a team player. He has a keen eye for social dynamics and can easily engage in technical or strategic discussions. He works hard and performs well under (temporary) pressure.

Outside of work, he finds solace in DIY projects and gardening. He frequents music concerts at VERA and enjoys playing padel and squash. He's always listening to new music and podcasts and can guess movies based on three keywords.

## Experience

### Senior web Designer · Mobility Service Nederland

2008, 2011, 2022

Technologies: Sketch, Figma, Invision, HTML, PHP, SCSS, Bootstrap, WordPress, GIT, HotJar, Google Analytics.

Mobility Service Nederland offers lease cars under various names and websites. Three times, Sander was asked to design a design system based on the brand identity that allows for different websites with their own colors but shared basics and styling.

In collaboration with the internal developer, I successfully carried out the process several times, including the following tasks:

- Conducting competitive research and analyzing best practices, new developments, and accessibility benchmarks.
- Designing and developing design directions and prototypes for all target audiences.
- Creating design components using variants/variables and tokens.
- Improving the design system based on feedback and user research.
- Documenting the use of design components and style guides.

The design process typically lasted around 4 months each time and was gradually rolled out across the 8 websites of Mobility Service Nederland. After completion, Sander conducted final checks to optimize the functionality of interactive elements such as the configurator. The website [zakelijkelektrischleasen.nl](#) was completely new in 2008 and was one of the first initiatives to promote plug-in electric lease cars in an e-commerce environment. In collaboration with the SEO team, we achieved this in a short timeframe through close communication, weekly updates to incorporate feedback, and the willingness to make quick adjustments.

# Experience

## Web Designer · Boodschappen.nl (Superunie groep)

2023

Technologies: Sketch, Figma, Zeplin.

The website boodschappen.nl is a recipe website that receives over a million monthly visitors. The website is owned by Superunie, a cooperative of multiple supermarket concepts including Poiesz, Coop, Boni, and Sligro. However, the number of registered users was not increasing. Sander was asked to improve the onboarding process, including the following tasks:

- Designing and developing design directions and prototypes for desktop and mobile.
- Creating design components using variants/variables and tokens.
- Designing a new homepage for guests and users.
- Designing "My Groceries" pages (account, recipe preferences, newsletter).
- Designing verification and welcome emails.

The new designs were implemented by the developers, and as a result of the improved onboarding, the number of users increased by 32%, and the verification emails now have an open rate of 84% compared to 64%.

## Senior web Designer and Frontender · KNWU & Triathlonbond

April 2019 — March 2022

Technologies: PHP, Laravel, Vue.js, Bootstrap, NPM, Webpack, Mix, JIRA/Bitbucket, HotJar

The two sports organizations, KNWU and Triathlonbond, awarded Konstruktiv the contract to design and develop their "Mijn" (My) environments after a lengthy pitch process. Based on a single environment with different business rules and designs, they started development in sprints. As a designer and front-end developer, Sander took charge of the following:

- Designing basic components within a design system.
- Designing and developing a Kitchensink (an online style guide of components).
- Designing variations based on the brand identity of the sports organizations.
- Conducting user research using HotJar and questionnaires.

The MijnKNWU and mijnTriathlonNL environments have become the place for team or individual cyclists to apply for licenses, register for events, and provide all the tools for volunteers to organize events and simplify the administration of an association.

## Web Designer and Frontender · Verhuisdieren.nl

2017 — 2022

Technologies: PHP, Laravel, SASS/SCSS, HTML, Blade, jQuery, Vue.js, Bootstrap, Webpack, Trello

The Verhuisdieren Foundation provides a platform to find a new pet or find a new home for your pet. In 2017, the foundation was seeking a reliable partner to redesign the platform and, more importantly, improve the user experience based on the results of an internal study. As a designer and front-end developer, Sander was responsible for:

- Redesigning based on the research results.
- Simplifying the number of used components and setting up a modular structure.
- Designing pages with a focus on mobile devices.
- Converting designs into Blade templates in Laravel.

The new website went live in 2019, and now more than 1,000 animals are rehomed monthly (with a yearly growth rate of 24%). The website was nominated for Website of the Year in 2019 and attracts over 4 million visitors monthly.

View more roles and experiences on [konstruktiv.nl](https://konstruktiv.nl)