

Lucas Löbker

Senior UX / Product Designer

I turn complex services into clear, intuitive digital experiences. From early research to launch and ongoing improvement, I combine hands-on design with close collaboration across business and development teams.

Date of birth	June 10, 1989
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Freelance work experience



📅 Oct 2023 – Apr 2026
📍 The Hague / remote

During my second freelance assignment at ANWB, I worked primarily with ANWB Energie as it brought its outsourced services in-house. As the team's sole UX designer during the initial phase, I designed the new energy app in close collaboration with developers, alongside the sign-up journey integrated into the ANWB website. My work also covered meter-reading flows and customer documents, including contracts and invoices.

I continued to optimise the sign-up journey and helped create a personalised year-in-review experience, giving customers insight into their energy consumption during peak and off-peak hours.

I also developed a concept for smart charging within the app. Research included surveys conducted through Lyssna with 75 respondents, exploring naming, functionality and preferred rewards to inform the feature's direction.



📅 Dec 2022 – Jul 2023
📍 Rotterdam / remote

At a new player in the energy market, the customer expects at least a better user experience than the established competitors. As a senior product designer I set up a new structure of the design system in which 100+ stakeholders can work efficiently. This has ensured consistent design and user experience, and an efficient handover from design to development.

Together with two other UX designers I worked on all facets of the digital services, such as the website, acquisition flow, my account and emails. My approach was to get the basics right first, by benchmarking companies in the same industry. We let the priority be determined by customer questions and feedback that we received at the customer service center.



📅 Oct 2022 – Mar 2023
📍 Amsterdam / remote

Within Futurewhiz, the parent company of Ssula, we discovered that elementary school students need help with a specific subject or skill for good secondary school advice. I was one of the founders of Studira who laid the foundations for the platform. I made several designs and prototypes and tested them on children and their parents, resulting in a validated product that is now being developed.



📅 Dec 2021 – Dec 2022
📍 Amsterdam / remote

As a senior UX/UI designer I was responsible for the design of the OK-app.

It was my job to improve the user experience in the app for the shopping and exploring costumers. In addition I initiated a rebranding to accomplish consistency and refresh the corporate identity.

I was also a deputy product owner, so I did the communication with the development team in Serbia.



📅 Mar 2021 – July 2023
📍 Amsterdam / remote

As a senior UX designer I worked for two departments within Ssula: growth and engagement.

Within the growth department I focussed on recruiting new users within the extensive stakeholder landscape. For example, I conducted interviews and user research into giving Ssula as a gift, offering a 7 day trial and enabling teachers to recommend Ssula.

Within the engagement department I made it valuable for parents and children to remain a customer. I made prototypes and tested new math calculations and other educational games.



📅 Nov 2020 – Jan 2021
📍 Remote

As an Interaction Designer I designed an e-learning platform for music students and teachers for the Conservatory of Amsterdam: CVA Online. The previous platform no longer met the wish and the standard of the current possibilities and urgency of virtual education.

The platform now includes interactive courses where the student can view theory, audio, video, assets and make recordings so the teacher can provide feedback.



📅 Jun 2018 – Feb 2021
📍 The Hague / remote

As a senior UX and Interaction Designer I worked in various scrum teams at the ANWB.

For the Autoportal and the homepage I organized a number of customer journey workshops, in order to generate testable hypotheses and develop designs, together with the business owner, product owner and analyst. For Private Lease, the Occasionportal and the 'verkoopservice', complex technical processes are transformed using service design to simple flows and validated designs for the end user.

At the generic customer-interface team (GKI) I guided UX designers in sharing knowledge and assisting in contributing to the design system.



📅 Oct 2017 – May 2018
📍 Eindhoven

At 50five, as a UX designer, I laid a foundation for a solid UX approach to iteratively improve the webshop, with a clear spot on the horizon. The result was a doubling of the conversion rate within 8 months.



📅 May 2017 – Oct 2017
📍 Rotterdam

At Eneco I set out a roadmap and gave guidance to two UX designers in each their own team (sales and service). I laid a foundation for the new website in four workshops in two weeks. With business owners, marketers and the UX designers we looked at the product vision, user centered design, customer validation and customer journeys. As an Interaction Designer, I used these insights to create the information architecture and wireframes that formed the basis for the current award-winning website.

Industry involvement

2025 - 2026	WorldSkills - Mobile Application Development, Expert	Netherlands / China
2017 - 2019	Skills Heroes - Webdesign, Chairman of the jury	Netherlands

Other work experience

2015 - 2018	Fundwings, Founder	Rotterdam
2015 - 2016	Online Department, UX Designer Worked for WE Fashion, Dynasource, Carerix, Beebox and more	Rotterdam
2009 - 2015	Civico web & media, Co-Founder Worked for NVWA, Jongerius Bakker, Verve (Vruchtvlees) and more	Rotterdam
2003 - 2014	Artifac art supplies, shop assistant	The Hague

Education / Diplomas

2016	Certified Scrum Master in Interactive Projects	Amsterdam
2013 - 2014	Minor: Designful innovation for one billion people	Rotterdam
2010 - 2015	Communication & Multimedia Design - University of Applied Sciences	Rotterdam
2006 - 2010	Design & Technology - MBO Grafisch Lyceum Rotterdam	Rotterdam
2002 - 2006	VMBO Holland College Dalton	Naaldwijk

Internships

2014	Manifesto Digital	London, United Kingdom
2011 - 2012	Studio Vruchtvlees	The Hague
2010	ARA	Rotterdam
2010	Studio11 internet solutions	Maasdijk

Competitions

2010	Medal for Excellence EuroSkills - Webdesign (European Championship)	Lisbon, Portugal
2010	Dutch Champion Webdesign - Skills Masters	Rotterdam
2007	Winner Design contest - ditisdit.com	The Hague

Languages

Dutch:	Native language
English:	Proficient in speaking, reading and writing

Software

Design:	Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign
Prototype:	InVision, ProtoPie, Principle
Research:	Google Analytics, Hotjar, Usability Hub, Lookback
Collaboration:	Atlassian (Jira / Confluence / Trello), Miro, Mural, Slack, Microsoft Teams, Zeplin
Development:	HTML, CSS, PHP, MySQL, JavaScript, WordPress, Various libraries