

Decide what you build, and see it work before you build it. Strategist and facilitator with twenty years in digital: first a designer, then five years co-owner of an agency in Amsterdam, facilitator since 2017. Over a hundred workshops designed and led, remote and on site, for Shell, Vodafone, Miele, NMBS/SNCB and ANWB among others. I come in at the start of a product, customer journey or AI programme: intake, discovery, sessions with the people who have to carry it and a decision-maker at the table, a prioritised plan with owners, and the first prototype, which I build myself. Then I hand over, or I stay as the starter until something runs.

Search titles: Digital Strategist or Experience Strategist at agencies; AI Strategy Lead or Lead Digital Strategy at end clients.

Twenty years in digital · Over a hundred workshops · Dutch and English · Own company since 2019
· Remote and on site in NL and BE · Available now

SKILLS

Strategy and decision-making

Stakeholder interviews, scoping from light to full, value proposition and business model, two-year goal and 90-day path, roadmaps with an owner per initiative, KPI frameworks, executive reports and playbooks within a week.

Research and validation

Customer journeys with a data layer, service blueprints, user tests and usability interviews, red teaming on concepts, and the advice not to build yet when that is the answer.

Design and direction

Designed UX and UI for years, until 2019. Translates strategy into design, directs design teams, writes UX specifications.

Session design and facilitation

Over a hundred workshops designed and led: design sprints, strategy sprints, design thinking workshops and AI discovery sessions. Remote and on site, from eight to forty participants in one room. Every session designed from the goal, with a decision-maker, voting rounds and time pressure as fixed elements. Dutch and English, bilingual boards and reports.

Prototype and AI

From workshop to clickable prototype without a design or development team, with Claude and Claude Code, live in the session. Previously in Sketch, InVision and Figma. AI discovery on processes using the six categories (generate, automate, augment, analyse, accelerate, personalise) and a data readiness verdict. n8n, MCP, GPT and Claude in daily practice since late 2022.

Stage and enablement

Keynotes for hundreds of people on conversational AI, agentic AI and Agent Experience. Webinars. Claude Code courses for teams.

Tools: Miro · Notion · Figma · Claude · Claude Code · n8n · Granola · Optimizely · Zoom · Loom

PROCESSES I DESIGN AND LEAD

Design sprint	question → map → sketch → decide → prototype → test From question to tested prototype in a week or two, with a decision-maker at the table and real users at the end.
Strategy sprint	interviews → goal → opportunities → prioritise → plan with owners From too much input to a prioritised plan with owners, in three to four sessions with the people who decide.
AI discovery on processes	process mapped → pain points per step → opportunities in six categories → prioritise with decision-maker → one concept live One process mapped before the session, the pain points per step, the opportunities in six AI categories, prioritising with the decision-maker, and one concept built live.
Customer journey	phases → data layer → friction → concepts → choice The journey in phases with a data layer underneath, so the room sees where it hurts and where the data is missing.
Brand sprint	sessions with the team → brand core → briefing for execution Brand strategy in a series of short workshops with the team, as the briefing for whoever executes the brand afterwards.
Multi-month product and strategy programme	interviews → blueprints → sessions → KPIs → playbook → strategist on board Interviews, blueprints, sessions, KPIs and a playbook with an order, then on board as strategist until it runs.

WHAT I BELIEVE

Strategy is made with the client, not for the client.	The roadmap was never the problem. What happens afterwards is.	Without a decision-maker at the table it is not a workshop, it is a meeting.
Test before you build.	Enable first, build second.	

TIMELINE

2026 to now	Independent, Antwerp Senior strategist for product and AI programmes, through agencies and directly. Own company since 2019.
2024 to 2026	iO Digital, Experience Strategist (contractor, 2.5 years) Programmes delivered on behalf of iO Digital. Driver of the AI programme: process optimisation with AI as a workshop format, run many times over. Scoping, research, session design, facilitation and reporting for NMBS, Plopsa, Odido, PON, Miele, Xerius, Mensura and Etex among others. Keynotes and webinars on conversational AI, agentic AI and Agent Experience. Claude Code courses for colleagues.
2023 to 2024	Bothrs (now Nimble Studios), strategist (contractor) Design sprints and strategy work for Kom op tegen Kanker and an international health insurer (two days on site in Madrid, seventeen participants).
2021 to 2024	Sprint Valley, facilitator in the partner programme (contractor) Vodafone (2021, digital retail experience, playbook with prototypes). Symetri (2023 to 2024, nine remote workshops, sixty participants in three countries).
2023	Next Energy, brand sprint (direct) Brand strategy in a series of workshops with the team; the output briefed the advertising agency for the launch campaign.
2022 to 2023	BorgoLabs, with Diego Borgo (own proposition) Strategy workshops for brands that wanted to set out a web3 strategy. Shell (2023, three workshops in one week, eleven concepts, one chosen, executive playbook). Realio.
2022	W2 Digital, facilitator (contractor) Four-week sprint for the US marketing team of a sports brand: two workshops, nine concepts, one direction. Remote across three continents.
2021 to 2022	DEPT, UX designer on the ANWB team (contractor, six months) See case. Nineteen sessions, from twelve ideas to three live, pages that stayed up for over three years.
2020 to 2021	Forward (Cronos, Hasselt), Creative & Strategy Lead (contractor, eighteen months) Remote workshops during covid: ALD Automotive, Multipharma, Neuhaus, JBC, D'Ieteren. The period in which I learned to design and run everything in Miro.
2019	Wijs (now Springbok), contractor at Belfius (six to seven months) First assignment as an independent. A pension simulator that had just gone live and was not moving forward, turned into a strategic programme: stakeholder conversations, strategy workshop, design sprints, user tests.
2017 to 2019	Emakina, Amsterdam and Brussels Senior Visual Designer, then UX Lead on KitchenAid in Brussels (ten months, new UX and visual design, team of designers and strategists, pitches in Italy). First workshops and design sprints, for Prénatal, Intersport, Ecco, Unilever and Diageo among others.
2016 to 2017	The Valley, UX design (three months) Assignment for AkzoNobel.
2015 to 2016	Independent and travelling Six months for my own network, then close to a year through Central and South America and Asia.
2010 to 2015	Haboes, Amsterdam, co-founder Web agency, grown to fifteen people, WordPress as the specialism. Sales, design and strategy, co-responsible for development. Clients: Albelli, Sanoma, HEMA, WPG, Sunnycars, Omron, Rabobank, Dutch Ministry of Infrastructure.
2005 to 2010	Designer at agencies in the Netherlands Sequential Media, e-Active, Enof, Conclusion (junior art director), Evident (now Valtech). From visual design to UX.

EDUCATION

Grafisch Lyceum Utrecht, multimedia design, 2005. AJ&Smart Design Sprint Masterclass (2020), Workshopper Master (2021), Mastermind (2021). Growth Tribe (2021). The Futur (2022). Flux Academy (2022). Strategyzer (2022, no certification). aimforbehavior.com (2024). 33.ai AI design sprint (2024).

WHERE AND HOW I WORK

BASE Antwerp	LANGUAGES Dutch and English, in the room and in the report	FORMAT remote, on site or hybrid; sessions led in Madrid, Ghent, Rotterdam, Amsterdam, Antwerp and Utrecht, and remote with teams on three continents
CONTRACT own company since 2019, so contractor, not payroll	DURATION short, one to four months, or long, six to ten months	HOURS within working hours

WHO I HAVE WORKED FOR

Shell · Vodafone · NMBS/SNCB · Miele · ANWB · Belfius · Odido · PON · Plopsa · Symetri · KitchenAid · Diageo · Kom op tegen Kanker · Mensura · Xerius · Etex · through agencies and directly

The full cases are in the password-protected portfolio at jelleplass.com/portfolio.