

Michel van der Wal

Design + Technology + Innovation

About me

I am an ultra-experienced-open-minded-stubborn-but-easy-going-strategy-and-data-tag-teaming-five-legged-m-shaped-creative-design-technologist-with-sense-for-business.

Find out more about me at michelvanderwal.nl

Contact

(+31) 6 211 37 950

mail@michelvanderwal.nl

linkedin.com/in/michelvdwal

Work experience

Mar 2025 - Now

Freelance designer at Michel van der Wal

Combining design, strategy, technology, and business innovation, I work with clients such as ONVZ, EY, Leaseweb, and Equans. Clients value my holistic view of design and hands-on expertise. I fill various roles, from project lead and design manager to high-profile individual contributor.

May 2022 - Mar 2025

XR Engineer and Experience Designer at Accenture

Responsible for design, development and delivery of 'Metaverse' and Extended Reality related projects. Manager at level 7. Combined individual contribution with delivery lead roles.

Jan 2024 – Jan 2025

Member Advisory Council at Grafisch Lyceum Utrecht (GLU)

Part of a team that advised GLU on how to optimize education and policies to better fit design practices in business and enterprise.

Jan 2021 – May 2022

Innovation & Experience Design Lead EMEIA at EY

Led the EMEIA innovation and experience design community of around 700 designers and innovators. Responsible for building cross-border design and innovation practices and competences.

Collaborated on a single toolkit for a unified Customer Experience project approach, Design Thinking methods and a Human Centered Design framework.

Sep 2014 – Jan 2021

Creative Director and Design Lead at EY VODW

Build and led a design team. Responsible for design strategy, business development, coaching, mentoring and creative direction on customer experience related projects of EY. Responsible for the development and implementation of a Human Centered Design framework and Design Thinking methodologies. Helped VODW grow to the number one strategic marketing consultancy in the Netherlands before getting acquired by EY.

Jan 2008 – Sep 2014

Design lead at Valtech Netherlands (eFocus)

Hands on designer, team lead and project lead. Fractional flash and front-end developer. Responsible for pitches, business development and delivering the User Experience and User Interfaces. Helped eFocus grow to the number one digital agency in the Netherlands, before getting acquired by Valtech in 2015.

Jan 2006 – Jan 2008

Lead Creative Monk at Monks (MediaMonks)

Designer of digital products, platforms and marketing campaigns. Responsible for design, project delivery, pitches and business development. Helped MediaMonks grow to the largest digital production company in the world.

Education and certificates

Dec 2005 – Jan 2006

Digital Designer at Veronica Digitaal (SBS Broadcasting)

Responsible for design and front-end development of portals by SBS Broadcasting like veronica.nl, sbs6.nl, net5.nl and sbsautosport.nl. Created multiple websites for television shows and the first streaming audio portal countdown.nl in the Netherlands for Veronica.

Dec 1999 – Dec 2005

Designer at Veronica Concept Design

Designer of visual identities, branding materials, brochures and magazines for clients of Veronica Litho. Veronica Concept Design and Veronica Litho were subsidiaries of Veronica Publishing.

2024

Learning Python 3 at Skillsoft

Beginner to intermediate Python programming

2017

Hubspot Certified Designer at Hubspot Academy

Online course for building skills in the Hubspot Marketing Hub

2003

MultiMedia Engineer at College of MultiMedia (CMM)

Foundational skills in HTML, CSS, Javascript, professional Audio & Video production and software programming.

1996

Ruimte Ordening en Planologie at Hogeschool van Utrecht

First year of the urban planning design HBO study

1994

VWO at Chr. College Stad & Lande in Huizen

High school degree

Languages**Dutch**

Mother tongue, fluent

HTML, CSS, JavaScript, C#

Business proficient

English, German

Business proficient

Python

Beginner

**Hard skills
and experience****Design Thinking, Systems Design and Human Centered Design**

User research, Quantitative and Qualitative validation, Service Design, Low-fidelity prototyping, business model design, value proposition design, customer journey design and customer experience design.

(Lean) Digital Product Design and Development

Brand identity design. UX strategy. UX/UI design, information architecture, high fidelity prototyping and experimentation. A/B and multivariate testing. Lean, kanban, scrum. Audio and video production. AI based product design and prototyping. E-commerce design and development. Design and development for XR, games and realtime 3D experiences.