

# Marisa van Velzen

PRODUCT OWNER / PROJECT MANAGER

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## SUMMARY

I truly believe in delighting users, customers and clients; I aim for innovative products that solve problems and spark joy.

I can help you with thorough **analysis** of business problems, effective product **design and development**, and crystal clear **communication**, especially when it comes to digital solutions - apps, sites, backend systems.

With more than 15 years of experience, ranging from webdevelopment to product ownership, service management to UX design, I bring a uniquely wide, strategic perspective. I get the business goals, I get what users really need, I get the technology - and I can talk to everyone, and communicate with clarity.

You can find more details of my work on [supersquare.nl](https://supersquare.nl).

## EXPERIENCE

**UX Designer** **GfK, NL** GLOBAL MARKET RESEARCH  
Jan. 2018 - present

- Based on user research, evaluated usability problems and completely redesigned several survey design and data processing tools for key market research platform
- Received very positive feedback from stakeholders and senior management

**SPOC, Service Manager** 2014 - 2018

- As Single Point of Contact for the department, provided critical support to users and incident communication to stakeholders for a global 24/7 platform
- As Service Manager, dramatically improved performance and availability monitoring of the platform, as well as incident management
- Built 30+ tools to increase productivity of my team and platform users

**Product owner** 2016 - 2017

- Managed stakeholders and backlog, working closely with development team during critical refactoring/improvement of proprietary database engine

**Developer, Scrum Master** Sep 2013 - 2014

- Developed extensions/improvements for an advanced data visualization framework
- As Scrum Master, devised a set of performance metrics to improve team productivity

**Sr. Developer (full stack)** **iBOOD, NL** EUROPEAN ECOMMERCE  
May 2009 - Sep 2013

- Rebuilt the high-traffic e-commerce platform, both the website and its order/content management backend, while supporting further growth
- Involved with development, also hosting (arranged migration to a better partner), systems management (I arranged proper deployment) and support
- Took many initiatives to implement improvements in the site, backend, workflow and infrastructure, and also supported the office IT

**Sr. Developer (full stack)** **ACA/JES** Apr 2008 - Apr 2009

For Royal Dutch Navy, designed and built custom internship management solution, integrated with Navy website

**Developer (full stack)** **HEADLINE INT.** Nov 2006 - Mar 2008

For Europcar, independently designed and built new car reservation form

**Developer (full stack)** **LOST BOYS (LBI Digitas)** Jun 2005 - Oct 2006

**Developer (full stack)** **SPIL GAMES** Sep 2004 - Jun 2005

## KEY SKILLS

Business/problem analysis  
Backlog management  
Stakeholder communication  
Agile leadership  
Project management  
Service management  
UX design

## EXPERTISE

Certified Product Owner  
(Scrum Alliance)  
Certified Scrum Master  
(Scrum Alliance w. Jeff Sutherland)  
UX, product design, usability  
IT: Service management, ITIL  
Process: Agile, Scrum, Kanban  
Development/testing and hosting/  
cloud technology  
Ecommerce, marketing strategy

## EDUCATION & TRAINING

BSc. Information Science (2004)  
Haagse Hogeschool, NL  
UX Academy - UX Training  
ITIL Foundation (certificate)  
Advanced Project Management training