Tom Ruys | Freelance Design Technologist

Driven and enthusiastic, I walk a fine line between Development, UX Design & UX Research, acting as an intermediary between the two different worlds of Technology and Design, as a Design Technologist.

As a Developer, I have extensive experience with ReactJS, VueJS, Svelte and other modern and high-level Front-End technologies, including as tech / chapter lead.

As a UX Designer & UX Researcher, I have experience with organising design sprints, prototyping, new features, user research and more.

I have experience in team-lead and chapter-lead roles, with core responsibilities including stakeholder management, maintaining relations and inspiring about new features with product owners, managers, developers and designers.

I love making things awesome together with a group of talented and energetic people.

Jul 2015 - ∞
2 Maroon | Freelance Design Technologist

Parkey: A Multiplayer mini-game platform. Applied SvelteJS for the frontend and NodeJS / Express for the backend.

Shelvey: A shelves organisation app for boardgames, books, videogames, etc. Learned and applied SvelteJS for the frontend and Supabase for the backend.

Skills
JavaScript: SvelteJS, Typescript, NodeJS, Express, Npm, CSS3, HTML5, Git, UX, UI, XML, Lead FE

Projects
Parkey - https://parkive.netlify.app
Shelvey - https://shelvey.netlify.app

Sept 2024 - ∞
BIJ12 | Freelance Design Technologist

Working on the Dutch National Registry of Flora and Fauna / BIJ12

Skills
JavaScript: Angular, Typescript, Npm, CSS3, HTML5, UX, UI, Git

Projects
Nationale Databank Flora & Fauna - https://www.ndff.nl/

Nov 2023 - Jun 2024

Sdu | Freelance Design Technologist

Working on FE, UX / UI and Research in the AI team, responsible for building an AI Chat with React.

Skills

JavaScript: ReactJS, NextJS, Typescript, Npm, CSS3, HTML5, Git, UX, UI, UX Research, AI, Lead FE

Projects

GenIA-L - https://www.sdu.nl/genial

Aug 2023 - Dec 2023

Move Agency | Freelance Senior (Lead) Frontend Developer

Working on the SportCity website and other clients within Move as Lead Front-Ender.

Skills

JavaScript: ReactJS, NextJS, Typescript, Npm, CSS3, HTML5, Git, UX, UI, Lead FE

Projects

SportCity - https://www.sportcity.nl/

Feb 2023 - Jun 2023

EVBox | Freelance Senior Frontend Developer

Migrating their AngularJS application to VueJS.

Skills

JavaScript: VueJS, AngularJS, Npm, CSS3, HTML5, Git, UI, Jest, Jasmine

Projects
EVBox - https://evbox.com/

Mediacollege Amsterdam | **"Design Technologist"**
Gave a talk to Ecommerce Design Students about Design and Technology. Regarding UX Research and other topics.

Nov 2021 - Dec 2022
Booking.com | **Freelance Design Technologist**
Joined the Flights UX Team working on several UX / UI Quality topics like Accessibility, User Research, Prototyping, and more, diving into codebases for multiple teams.

Skills
JavaScript: ReactJS, Typescript, Redux, Npm, Flux, SASS/CSS3, HTML5, Scrum, Git, UX, UI, User Research, Design, Sprints, Figma, WCAG, Agile

Projects
Booking Flights

ANWB
Jan 2021 - Nov 2021 | **Interim Front-End Chapter Lead**
Oct 2019 - Nov 2021 | **Freelance Design Technologist**

Working on Front-End and UX Design within ANWB's Design System team as the Team's Front-End Lead, combining both fields to provide user value and developer / designer experience.

Also took on an extra role as Interim Front-End Chapter Lead, facilitating a FE Chapter of about 40 Front-End'ers.

Skills
JavaScript, LESS/CSS3, HTML5, ReactJS, NextJS, Typescript, Scrum, UX, UI, Figma, Design Sprints, User Research, React Hooks, WCAG, Agile

Projects
ANWB "Poncho" Design System
Front-End Chapter

July 2015 - Aug 2022
Milkshake | Co-Founder and Lead Front-End Developer & UX Designer
Founded together with two others, we're currently involved with multiple people on developing a new platform called Milkshake. I function as the Lead Front-End / UX Developer and head of the project. I decided on using ReactJS for the project Front-End Architecture, also implementing a Redux / Flux Data Handling component within the App.

Skills
JavaScript: ReactJS, Redux, Gulp, Npm, Flux, NodeJS, SASS/CSS3, HTML5, Scrum, Git, UX, UI, Lead, User Research, Agile
Sketch, Zeplin

Projects
Milkshake

June 2021
Tweakers | "A Design System, the glue holding your organisation together"
Gave a talk at the Tweakers Dev Summit 2021.

Projects
https://tweakers.net/partners/devsummit/1480/tomruys/

October 2018 - July 2020
DesignX | Amsterdam Chapter
Realising DesignX Amsterdam 2019 and onwards.

Skills
Production
DesignOps

Projects
DesignX Amsterdam 26-10-2019

February 2019 - June 2020
WijMobiel | Freelance Design Technologist
Consultancy / hands-on Front-End and Design work and modernise the styling to accommodate for responsiveness.

Skills
JavaScript

SASS/CSS3, HTML5, Twig

Projects
WijMobiel App

October 2019 - March 2020
TEDxAmsterdam | **Lead Speaker Coordination**
Realising TEDxAmsterdam 2019.

Skills
Production

Projects
TEDxAmsterdam 2019 Event

October 2018 - March 2020
TEDxYouth@Amsterdam | **Lead Design**
Realising TEDxYouth@Amsterdam 2018.

Skills
Production
Visual Design (Offline & Online)
Video Editing (Trailer: https://youtu.be/OFz7PrQLwQY)

Projects
TEDxYouth@Amsterdam 2019 Event (30 March 2019)

November 2019
Computer Futures | **"The Basics of Component Thinking with ReactJS and VueJS"**

Gave a talk at the IT Makes Futures event organised by Computer Futures.

Projects
https://www.computerfutures.com/nl-be/detachering/detachering-meetups/

November 2017 - October 2019
Philips | Freelance Design Technologist
Working on a new product released by Philips to improve several aspects of the product by researching user needs, creating prototypes in or outside of the product and creating new user experiences.

Skills
JavaScript, NodeJS, Prototyping, Swift (iOS)
SASS/CSS3, HTML5, ReactJS, VueJS, Scrum, UX, UI, Lead, Growth, User Research, Agile
Sketch, Flinto

Projects
Skincubator
Shaver

November 2018 - Jun 2019
Gamgee | Freelance Design Technologist
Working on software used in tandem with Gamgee's smart router. Specifically designed and implemented AR functionalities and several other components.

Skills

JavaScript, React Native
SASS/CSS3, HTML5, UX
Sketch, Invision

Projects
Gamgee App

March 2019
Bounds of Modesty | The Family We Choose
Self-published record

Projects
http://boundsofmodesty.com/

July 2018 - January 2019
Valorade | Freelance Design Technologist
Worked with them on new design ideas and implementing those on their App platform and website.

Skills
JavaScript, Prototyping, ASP.NET
SASS/CSS3, HTML5, Scrum, UX, UI, Lead, Growth, Agile

Projects
Valorade App
Valorade Website

March 2018 - November 2018
TEDxAmsterdam | Lead Design
Realising TEDxAmsterdam 2018.

Skills

Visual Design (Offline & Online)

Projects

TEDxAmsterdam 2018 Event

March 2018

TNO / Rijksoverheid | Freelance Prototyper

Short freelance project with Banzai.

Skills

JavaScript
SASS/CSS3, HTML5

Projects

TNO

December 2016 - December 2017

REKINDLE | Lead Producer

REKINDLE is an original fantasy/sci-fi story about a young girl set to pull off the biggest heist the universe has ever seen.

Skills

Management, Communications & Relations

Projects

REKINDLE

January 2017 - January 2018

TEDxAmsterdam | **Partnerships Manager**

Responsible for maintaining Partnership and Sponsorship relations with third parties.

Skills

Management, Communications & Relations

Projects

TEDxAmsterdam 2017 Event

April 2017 - July 2017

Waternet | **Freelance Front-End Developer & UX Designer**

Contributed to their MijnWaternet application, by learning their custom built Front-End Architecture and expanding on it.

Skills

JavaScript, Grunt, Npm
SASS/CSS3, HTML5, Scrum, Git, UX, UI, Agile

Projects

MijnWaternet

February 2017 - March 2017

Feli | **Freelance Front-End Developer & UX Designer**

At Feli I had to set up a complete ReactJS Architecture and lead the Front-End in a short period, working together with a Front-Ender that supported me with Styling and Templating.

Skills
JavaScript: ReactJS, Grunt, Npm
SASS/CSS3, HTML5, Git, UX, UI, Lead

Projects
Feli

January 2016 - January 2017
TEDxAmsterdam | Event Organisation and Front-End Developer & UX Designer

I worked as one of the Team Leaders of the organisation of the TEDx Amsterdam 2016 event, responsible for Registration and the Guest list. With the help of 17 volunteers, I had to plan and organise the entire Registration / Entrance section and maintain / manage the strict guest list.

Skills
JavaScript: ReactJS, Reflux, Gulp, Npm
SASS/CSS3, HTML5, Git, UX, UI, Lead

Projects
TEDxAmsterdam 2016 Event

June 2016 - November 2016
FD Mediagroep | Freelance Front-End Developer & UX Designer

At FD I took the temporary role of Lead Front-End Developer for one of their products, Company.info. They had their own way of setting up the Front-End, completely rendered in the

Back-End with the help of Thymeleaf. I had to quickly pick up and learn new things and take the lead on the Front-End.

Skills
JavaScript: jQuery, Grunt, Npm
SASS/CSS3, HTML5, Thymeleaf, Scrum, Git, UX, UI, Lead, Agile

Projects
Company.info

April 2016 - May 2016
QubiQ Digital | Freelance Front-End Developer & UX Designer
QubiQ Digital is a start-up based in Amsterdam, working in Lead Generation. They needed a React & UX expert to work on a short project.

Skills
JavaScript: ReactJS, Reflux Grunt, Npm
SASS/CSS3, HTML5, Git, UX, UI, Lead

Projects
Nexus Content Editor Front-End & User Experience

September 2015 - April 2016
D-rt Groep | Lead Front-End & UX Developer
The D-rt Groep represents a collection of two brands, D-reizen and VakantieXperts, both targeting different segment audiences in the Dutch traveling industry. The company gave me an extensive set of responsibilities and disciplines

to apply. I was fully responsible for the existing Front-End Web Application of m.d-reizen.nl and I helped set up the VakantieXperts Website on a Front-End and UX level. I also functioned as a bridge between the Developers and Designers, holding both principles at heart, giving me the possibility, and responsibility, to contribute on both sides and sustain a healthy relationship. I also supervised a UX Internship.

Skills

JavaScript: AngularJS, ReactJS, Gulp, Npm
SASS/CSS3, HTML5, Scrum, XML, Git, UX, UI, Lead, Sitecore, Agile

Projects

m.d-reizen.nl
d-reizen.nl
Internship Supervisor

Workshops & Certificates

Sitecore Training

August 2013 - August 2015
RTL Nederland | Front-End Developer

RTL has been a fantastic opportunity for me to develop my skills on a high level, learning various techniques and thought patterns from extremely skilled colleagues. Because RTL is a Television company, the projects and products that I have worked on had cutthroat deadlines and massive amounts of visitors. Starting out at the company as part of a huge team to completely rebuild RTL.nl, and then moving on to several bigger, and smaller, projects over the span of 2

years, learning as much as possible about Front-End and other work fields.

Skills
JavaScript: EcmaScript6, AngularJS, React, Grunt, Gulp, Npm, Bower, NodeJS, Flux
SASS/CSS3, HTML5, Scrum, XML, Git, UX, UI, Agile

Projects
Videoland.com
Rtl.nl
Rtlxl.nl
Nlziet.nl
Text.nl
RTL ID
RTL Intranet
Internal Tools
Tech Lead on Channel Buddy App
Several Smaller Websites
Lead on Action Pages
Second Screen Apps
Assistant Internship Supervisor
TU Delft Workshop

Workshops & Certificates
Scrum Training
Creaboost Training

January 2013 - June 2013
QS Solutions | SharePoint Developer
This was my first job after graduating as a Communication and Multimedia Design bachelor, where SharePoint was a

step into a new field for me. It was also a chance for me to dive deeper into the world of Web Development, where I've also successfully achieved an appropriate Microsoft Certificate. QS Solutions is a Microsoft Gold Partner, able to offer opportunities like this.

Skills
JavaScript: SharePoint 2013 Apps, jQuery, UI
CSS3, HTML5, Interaction / Visual Design

Projects
SharePoint 2013 & Apps Research
SharePoint 2013 App Development

Workshops & Certificates
Microsoft Training & Certificate: Programming in HTML5 with JavaScript and CSS3, 070-480

September 2014
Sundaze | Sundaze EP
Self-published record

Projects
http://www.sundaze.nl/

September 2011 - January 2012
Headcandy | Interactive Media Developer
My second internship was at Headcandy, a company located at the Dutch Game Garden in Downtown Utrecht. I had shared and sole responsibilities for a broad range of products and projects at the company.

Skills

C# / .Net: Created Apps for Microsoft Surface (Table) / Windows Phone 7 and Windows 8. One of the Surface Touch Table Apps was a Nutricia demo at an Exhibition for their new website.

Javascript / jQuery, PHP, HTML, CSS, XML, SQL, UI, ActionScript 3.0 / Flash, Interaction Design. Created a complete CMS for a client, with complete Website as a finishing project for the company, offering me extensive Back End and Front End experience.

Projects

Microsoft Surface App Development
Nutricia Exhibition Microsoft Surface Touch Table App
CMS + Website 101works.nl
Augmented Reality Game / Research

February 2011 - August 2012

IT4TV | Interactive Media Specialist

At first IT4TV was solely going to be a Software Development job, but after a request from the Company Owners I also fulfilled other responsibilities. From building the company website to doing the Graphics Directing in studios for several Dutch National TV Shows like "All You Need Is Love" to being internationally deployed to Kuwait to give a workshop and support Philips on a project.

Skills

C# / .Net Developer.
HTML, CSS, PHP, JavaScript, jQuery, SQL, XML, UI, ActionScript 3.0, Visual Design, Interaction Design.

TV Studio Graphics Directing.

Projects
It4.tv Website
TV Studio Graphics Directing for "All You Need Is Love" &
"Knoop in je Zakdoek"
Deployment to Kuwait to setup and teach the proper use of
the "Scoremaster" Software

April 2010 - June 2010
Blitz Studios | **App Developer / UX Design**
The first internship of my study was at a small software
development studio in Amsterdam. I had my first experience
with Software Development and loved the challenge that it
brought. The company focused on C# / .Net Development
and as there was no designer at the company, I also did
some Interaction Design for the products of the company.

Skills
C# / .Net Developer.
Interaction, UX, UI & Visual Design.

Projects
Supporting Development and Interaction Design on
Electronic Health Record Project
Development and Design of "Cursuspack" (App for
Maintaining Student Administration)

December 2008 - April 2010
R&D Media | **Visual Designer / Developer**

3 months into my Study I got offered a job at R&D Media. For one and a half years I worked with Photoshop and Flash to supply the company with animated and static banners for promotional purposes. I also gave small workshops to colleagues about using ActionScript 3.0 as opposed to 2.0.

Skills
Visual Design.
ActionScript 3.0 Development & Workshops.

Projects
Banner Designs for minor and major advertising projects
ActionScript and Animation work and workshops for colleagues
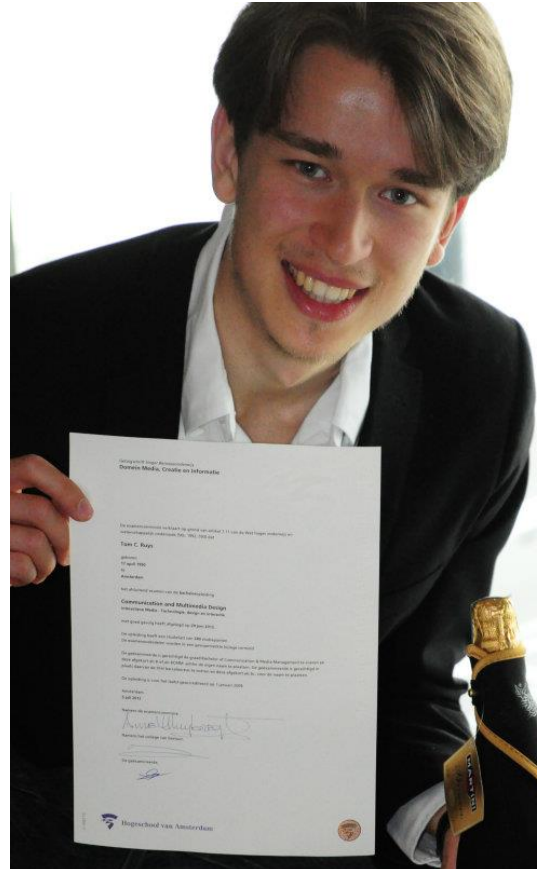
🦅 Hogeschool van Amsterdam

Bachelor of **Communication** and **Multimedia Design** `12

Institute HvA (CMDA)
Website   Cmd-amsterdam.nl
Minor   Game Design

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HAVO (E&M) `07

Institute CSB (Amsterdam)
Website   Csbamsterdam.nl
Specialization Economics & Society

Contact

Tom Ruys
Amsterdam
17-04-1990
Native Dutch / Fluent English / Basic German

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http://www.boundsofmodesty.com
http://www.tomruys.nl