



## **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, Angular, VueJS, Svelte, NodeJS 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.

## History

Jul 2015 - ∞

### **2 Maroon** | **Freelance Design Technologist**

Orcade: 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**

Arcade - <https://orcade.netlify.app/>

Shelvey - <https://shelvey.netlify.app>

Apr 2026 - ∞

### **Norday** | **Freelance Design Technologist**

A Digital Agency that needs work on one of their React applications

### **Skills**

JavaScript: React, Typescript, Npm, CSS3, CSS Modules, HTML5, UX, UI, Git

### **Projects**

Norday - <https://norday.nl/>

Sept 2024 - ∞

## **BIJ12 | Freelance Design Technologist**

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

### **Skills**

JavaScript: Angular, Typescript, Cypress, Testcafe, E2E Testing, Npm, CSS3, SCSS, HTML5, UX, UI, Git

### **Projects**

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

Flora Fauna Verkenner - <https://florafaunaverkenner.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/>

*Feb 2023*

### **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 - <http://flights.booking.com>

## 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-End developer 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  
Nlzieet.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

Education



**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

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*http://www.sundaze.nl*

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