



## **Tom Ruys** | **Freelance Design Technologist**

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

As a Front-End Developer I have extensive experience in ReactJS, VueJS, ES6 and other modern and high-level Front-End technologies.

In addition, I feel that I can offer tremendous added value to multiple aspects of different teams, for being approachable, open-minded and competent, forming a bridge between people.

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

## History

*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.

### **Skills**

JavaScript: ReactJS, Redux, Npm, Flux, SASS/CSS3, HTML5, Scrum, Git, UX, User Research, Sigma

### **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, Typescript, Scrum, UX, User Research, React Hooks

## 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, Lead, User Research 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, Lead,  
Growth, User Research  
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, Lead, Growth

## 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

### **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, 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, 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, Lead

## **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, 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, Lead, Sitecore

## 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

## 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  
Creaboo 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  
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, 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,  
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 & 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**

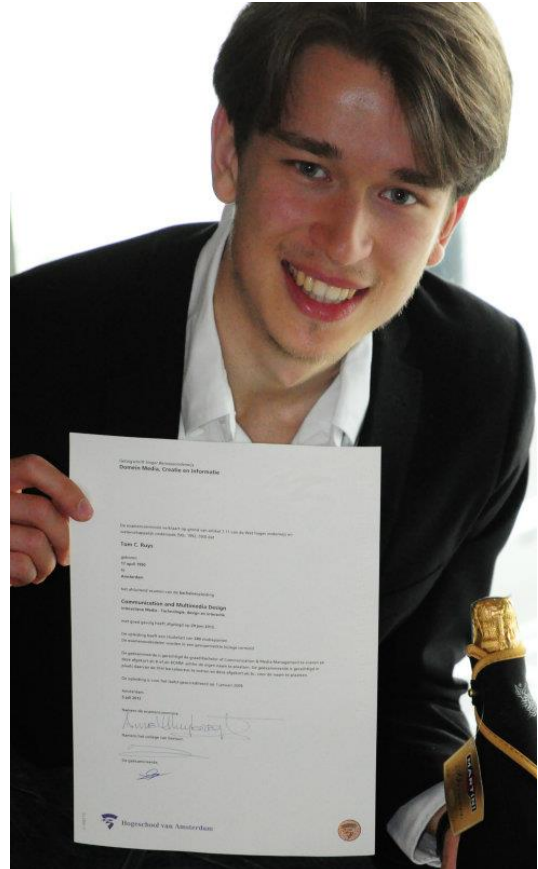
**Bachelor of  
Communication and  
Multimedia Design '12**

*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**

Almere

17-04-1990

Dutch / Australian

*info@tomruys.nl*

*http://www.sundaze.nl*

*http://www.boundsofmodesty.com*

*http://www.tomruys.nl*