

**STUDIO MAX REDECKER**

- portfolio -



## Sr. UX & Service Designer

Experience  
8+ Years

Location  
Málaga, Spain

Languages  
Dutch, English

Education  
BSc- Communication &  
Multimedia Design

# Short Bio

I'm a Senior UX & Service Designer with over eight years' experience creating user experiences that work — and look good while doing it. I look beyond applications and websites to design for the entire service experience, anticipating and adapting to context so solutions work in the real world. Accessibility and inclusivity are always part of the process.

I combine strategic thinking with hands-on design, balancing user needs with business goals to deliver consistent, meaningful experiences. From optimising retail platforms to creating voice-enabled travel tools, my work spans sectors from aviation to healthcare. Now based in Spain after a world trip, I'm ready for the next challenge.

*Max Redecker*

# Brand experiences

**PHILIPS**

**KLM**

**sanofi**

**ERIKS**

 **transavia**

**Brunel**

**MERCK**

virgin atlantic 

 **maxeda**  
DIY Group

LOYENS  LOEFF

الإتجاه  
**ETIHAD**

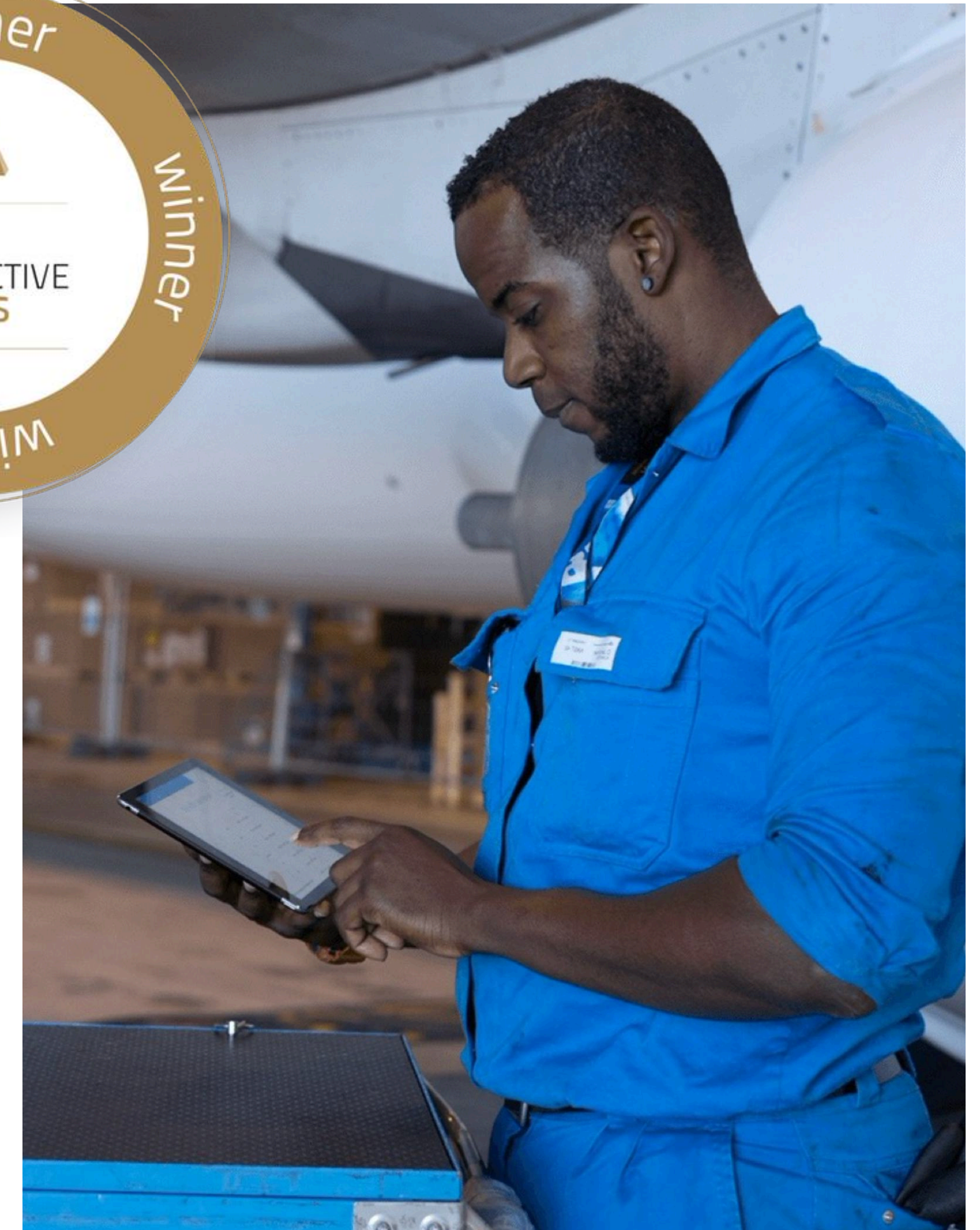
Your logo?

# Case iMech

## KLM | The hangar of the future

Replacing paper-based task and administration tracking with a paperless maintenance environment helps maintenance technicians focus more on their core tasks, simplifies task management, and digitizes processes and workflows.

"Hands on metal"



Aircraft	Effectivity	Cycles	Hours
PH-BHE 737NG	KL324	36.000	64.000
	Line number	Oem variable	
	36 48	ZB242	

### Manuals

Number	Description
AMM 79-00-00-200-804-F00 Copy manual number	Detailed inspection of the left magnetic chip detectors or d
AMM 79-21-05-400-804-F00 Copy manual number	Operationally check the over mechanisms.
AMM 79-21-05-000-806-F00 Copy manual number	Inspect (detailed) the carpets proximity emergency escape.

### These are the job steps

89. Detailed inspection of the left engine fwd sump, aft sump, AGB/TGB magnetic chip detectors or debris monitoring system detectors and scavenge screens for particles.  
Detailed inspection of the left engine fwd sump, aft sump, AGB/TGB magnetic chip detectors or debris monitoring system detectors and scavenge screens for particles.

Barcode: TRFX9004LK9V MGD ETOPS, CRIT, AD-NOTE Created by: Jan van Damme

Steps	Status
1. Detailed inspection of the left engine fwd sump, aft sump, AGB/TGB magnetic chip detectors or debris monitoring system detectors and scavenge screens for particles.	-
2. Operationally check the overhead stowages door and door locking mechanisms.	-
3. Inspect (detailed) the carpets, seat track covers, kickstrips and floor proximity emergency escape.	-

Certify these job steps

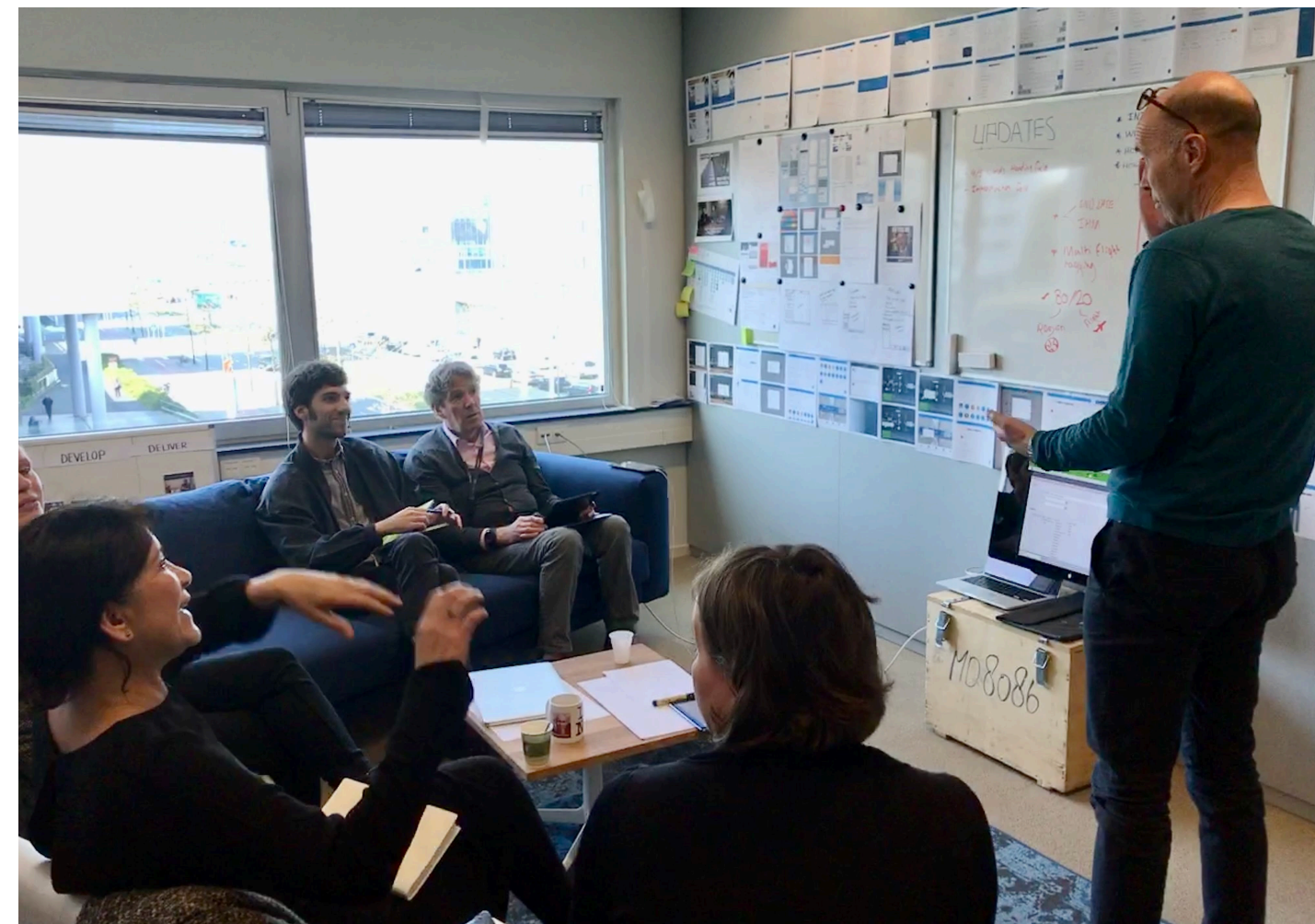
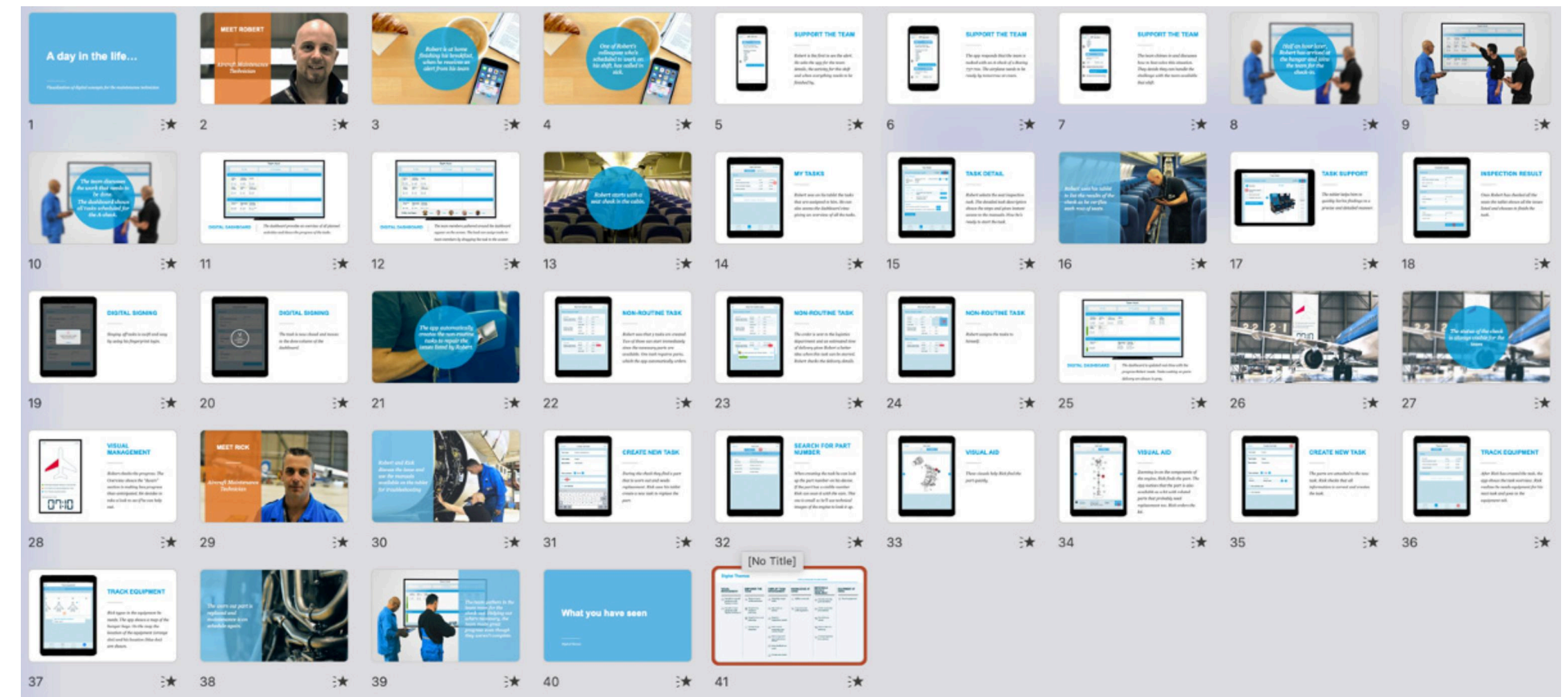
Job stop Finish



# Involvement

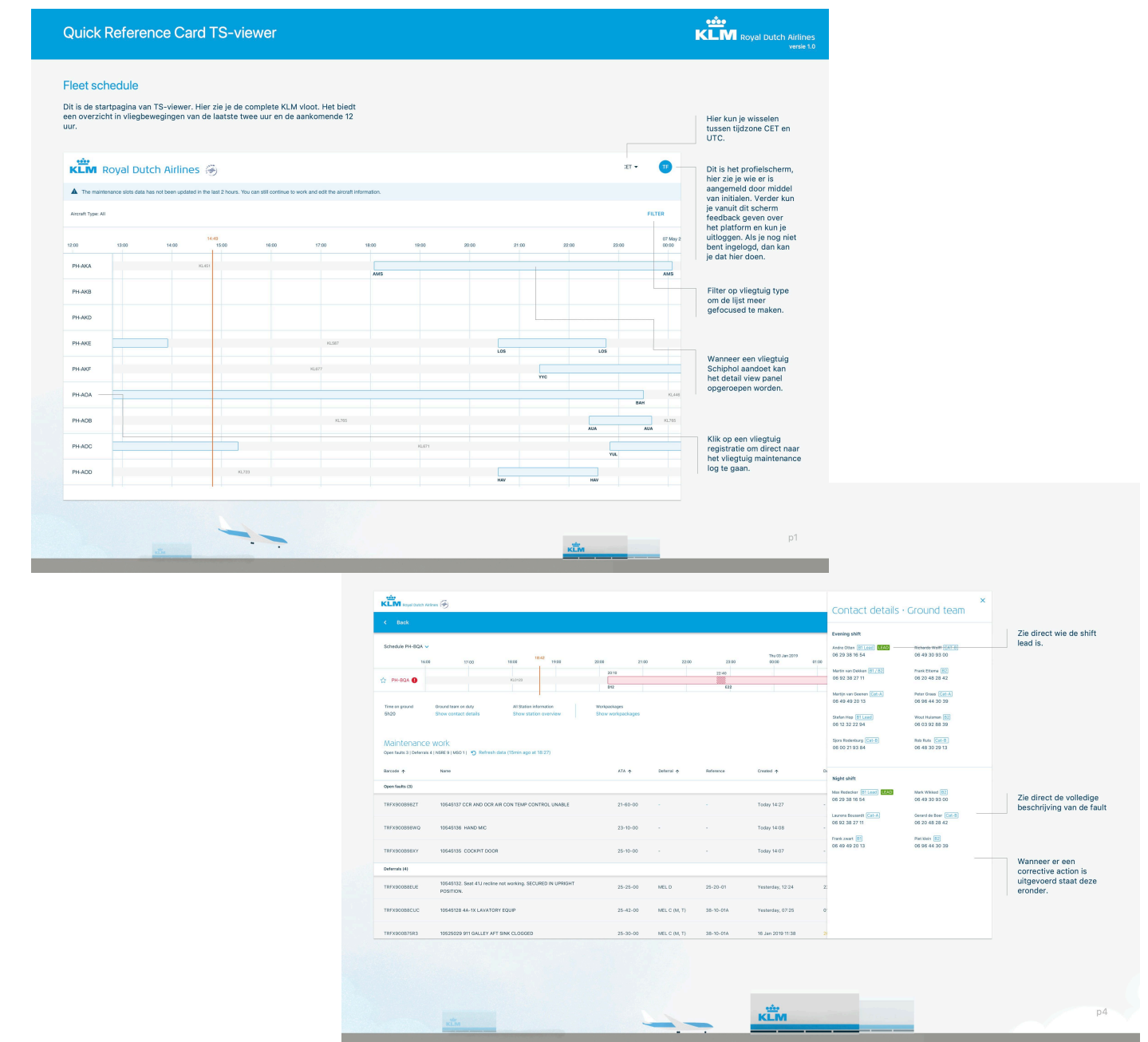
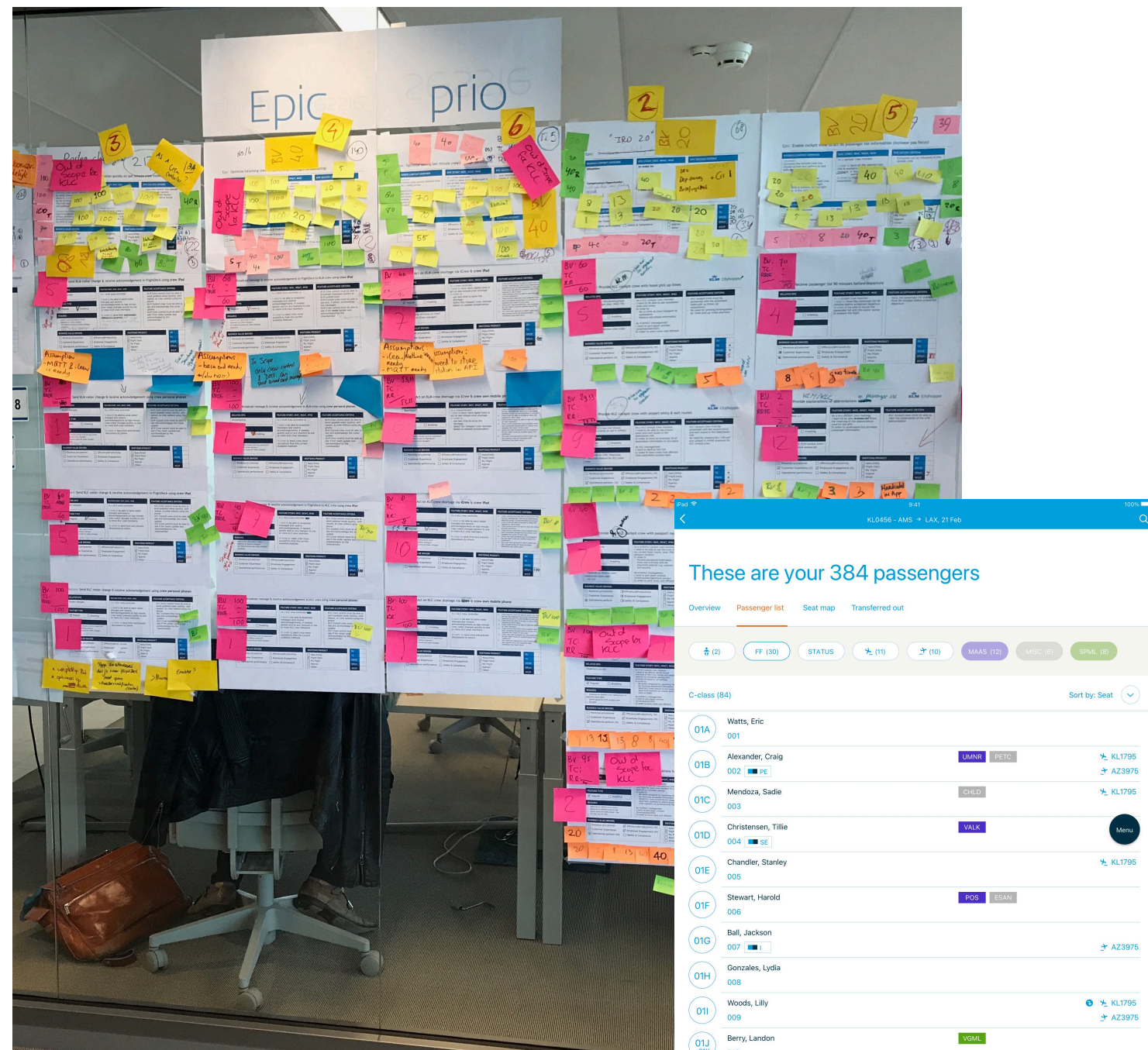
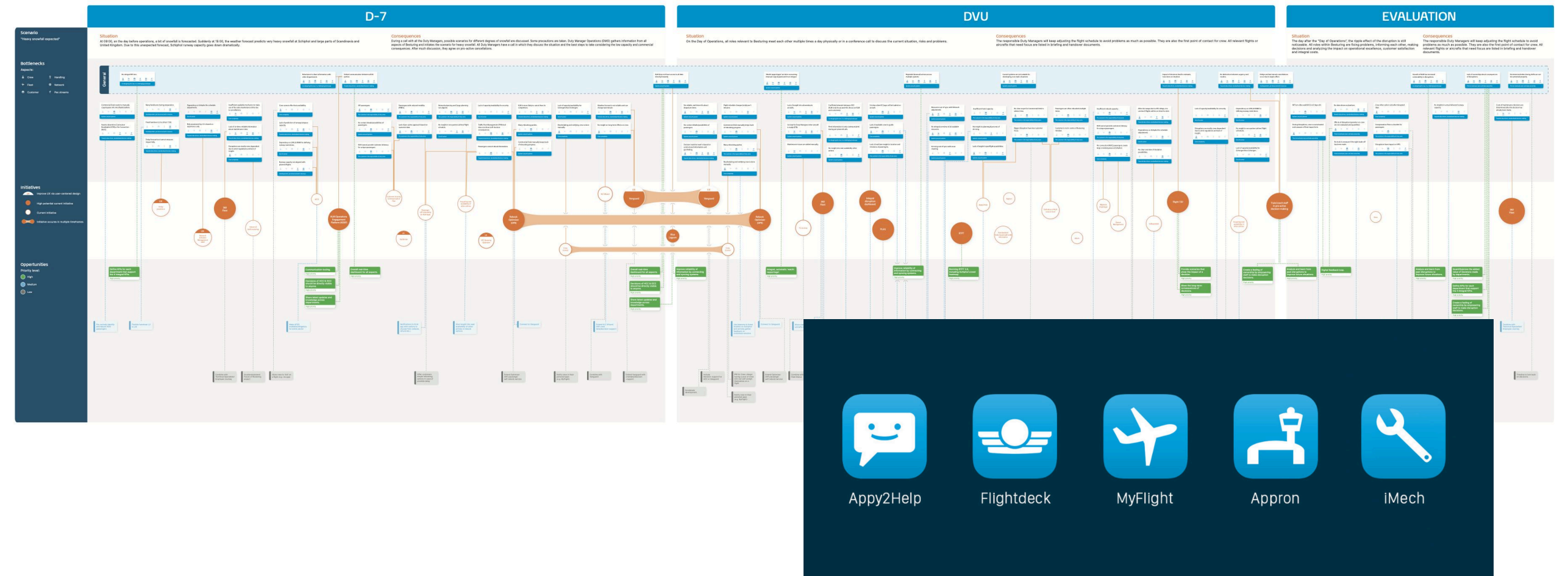
Visualizing digital themes in recognizable daily tasks and demonstrating how value was created fostered understanding and support.

By working closely with maintenance technicians, we were able to find the right insights and provide targeted solutions, making them enthusiastic ambassadors of the applications.



# KLM Digitale Studio projects

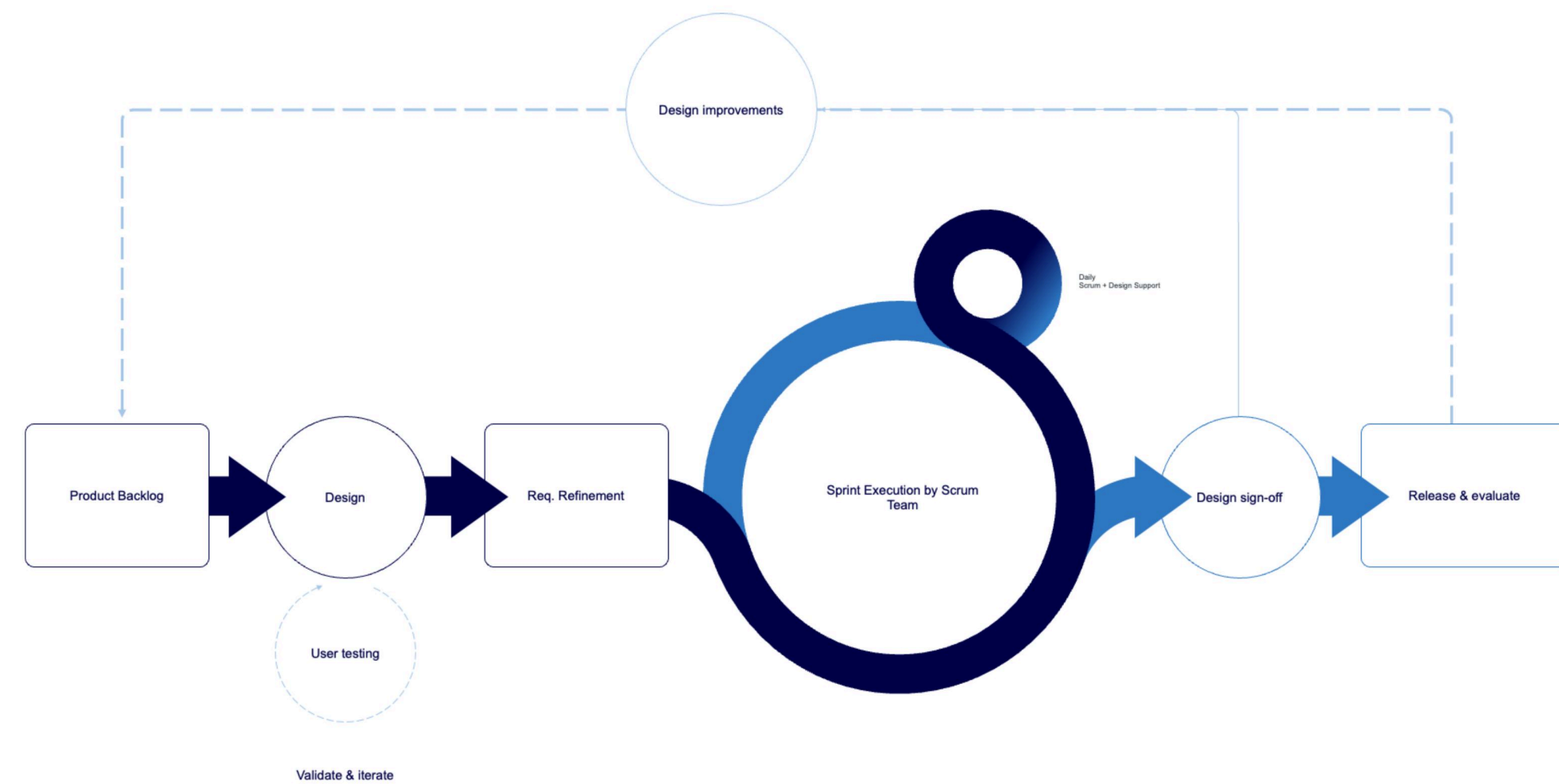
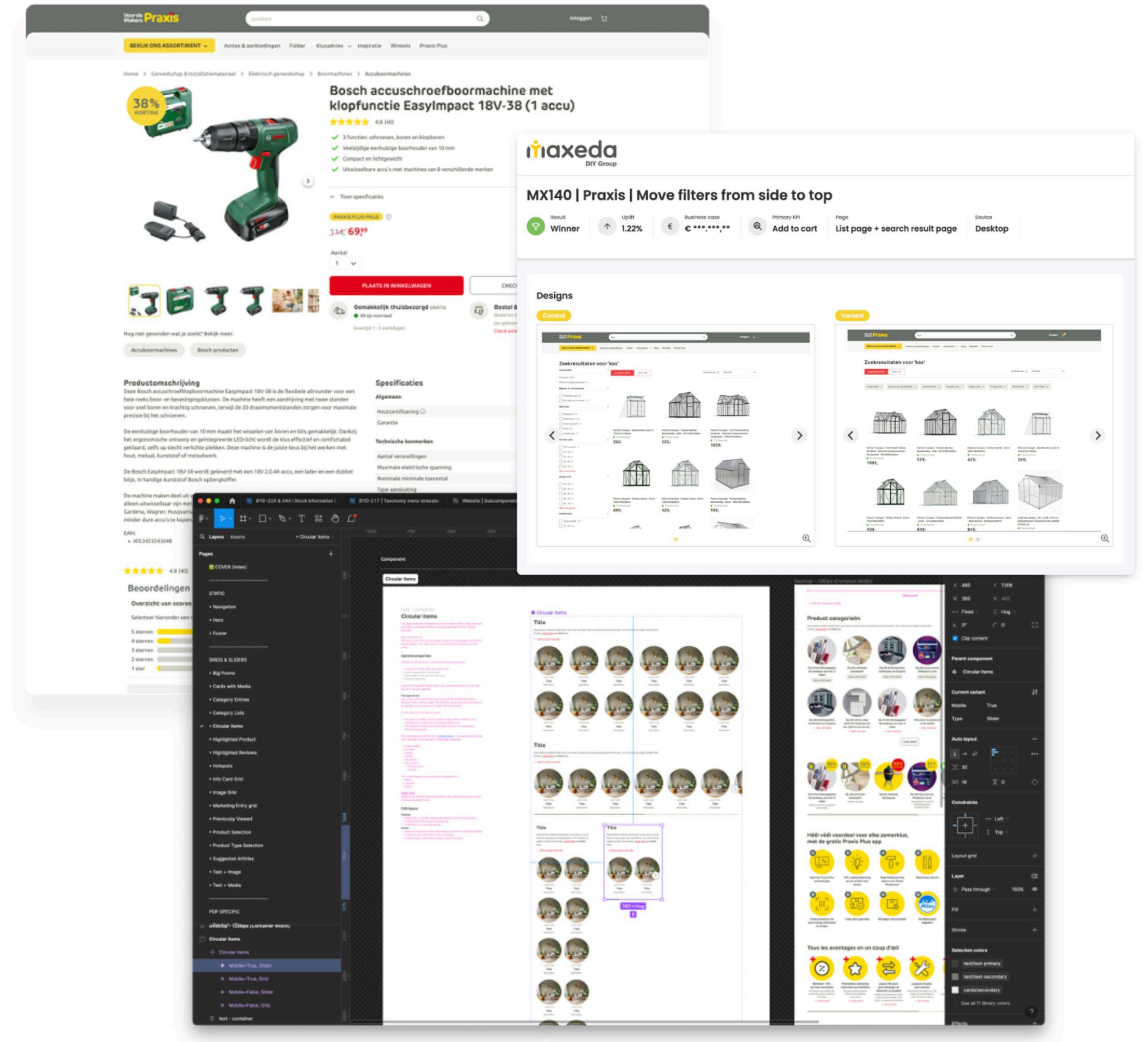
At KLM, I worked on many operationally critical projects. This required thorough research, design, testing, and analysis, always keeping an eye on the various roles and systems that must collaborate during a plane turnaround. A significant focus was on middleware.



# Case Maxeda

## From Physical Stores to Scaling Digital Operations

Under my leadership, a DesignOps initiative was launched, streamlining decision-making, prioritization, and validation processes across various departments.



# maxeda

DIY Group



Brico BricoPlanit

Zoek een product

BEKIJK ONS ASSORTIMENT

Folder & Acties Winkels Advies Diensten Brico App

Home > Verf, Laminaat & Decoratie > Verven en accessoires > Muurverf

## Perfection ultradekkende muurverf Honinggold mat 2,5L

- ✓ Dekt in 1 laag
- ✓ Spat minder & gemakkelijk aan te brengen
- ✓ Geurloos
- ✓ Voor binnen
- ✓ Efficiënt (bespaar tijd)

Toon specificaties

49,99

Betaal in de winkel met uw eco-cheques

Aantal: 1

PLAATS IN WINKELWAGEN

RESERVE & GO

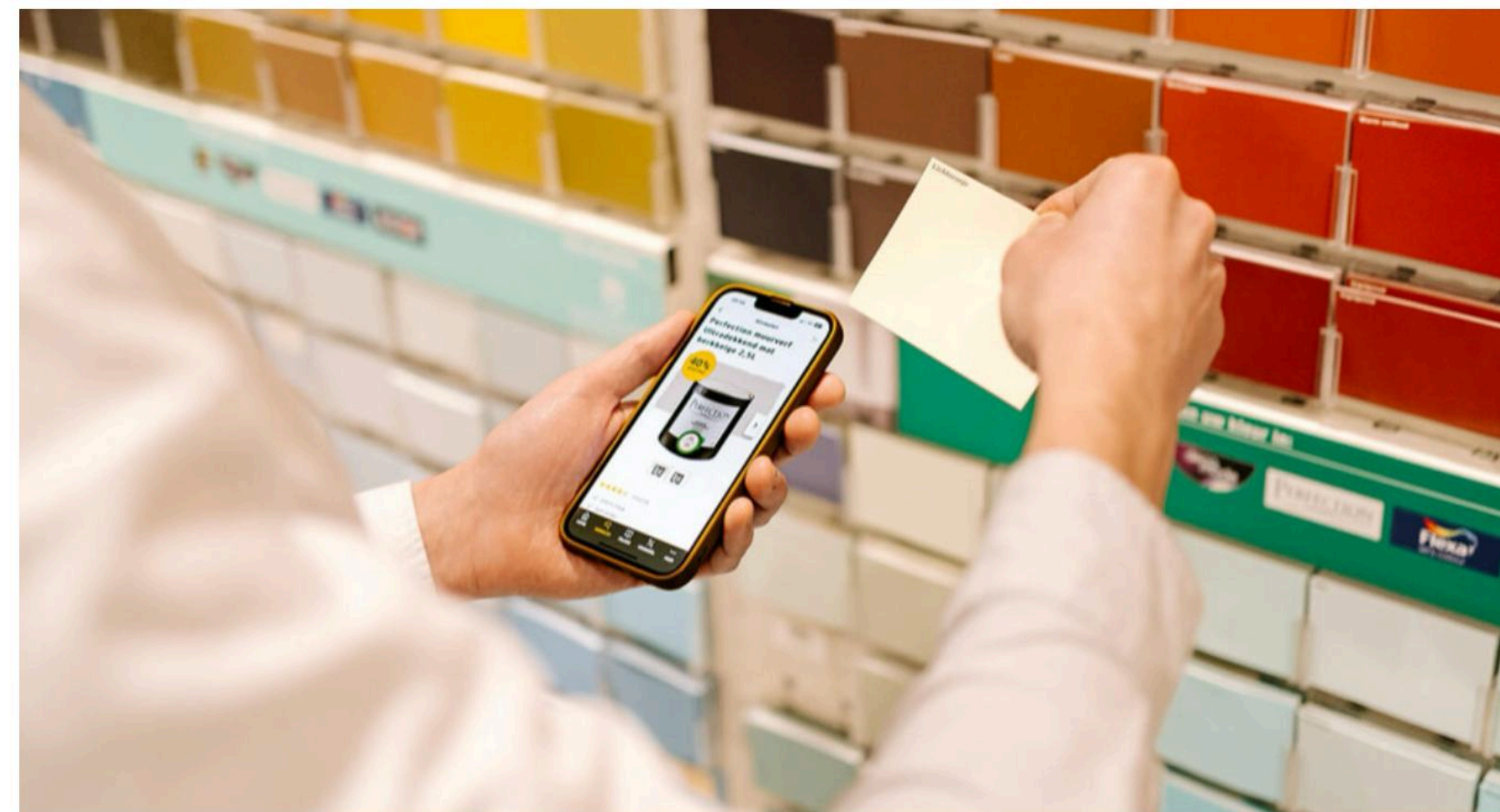
Nog niet gevonden wat je zoekt? Bekijk meer:

Muurverf Perfection producten

Aanbevolen combinatie

Gemakkelijk thuisbezorgd: 4,95 euro verzendkosten levertijd 1-3 werkdagen

Saint-Gilles | Sint-Gillis: 1 op voorraad. Winkel is vandaag gesloten. Gratis! Bestel en haal je bestelling op in de door jou gekozen winkel. [Check winkelloos](#)



Voor de Meester Praxis

zoeken

BEKIJK ONS ASSORTIMENT

Acties & aanbiedingen Folder Klusadvies Inspiratie Winkels Praxis Plus

op een artikel naar keuze

MET PRAXIS PLUS

# 20% KORTING

bij besteding vanaf 10,-\*

DEZE WEEK

Korting op een artikel naar keuze\*

MELD JE AAN VOOR PRAXIS PLUS

EINDELOOS VEEL VOORDEEL

Bekijk de folder van deze week hier!

KORTING MET PRAXIS PLUS

Bekijk Central Park standenstoel Palma

35% KORTING

Bekijk buitenbeits

SPECIALE AANBIEDING

Bekijk laminaat

ALLEEN DEZE WEEK

Hoge korting op CanDo wandpanelen voor buiten bij besteding vanaf 25,-

20% KORTING

BEKIJK AANBIEDING

ALLEEN DEZE WEEK

Hoge korting op Sencys trappen en ladders

25% KORTING

BEKIJK AANBIEDING

### Populaire categorieën

Tuinmeubelen	Schuttingen	Horren op maat	Hogedrukreigers	Laminaat	Raamdecoratie
Verlichting	Muurverf	Lakken	Wandpanelen	Deuren	PVC vloeren

Profiteer het hele jaar door van eindeloos veel voordeel met Praxis Plus

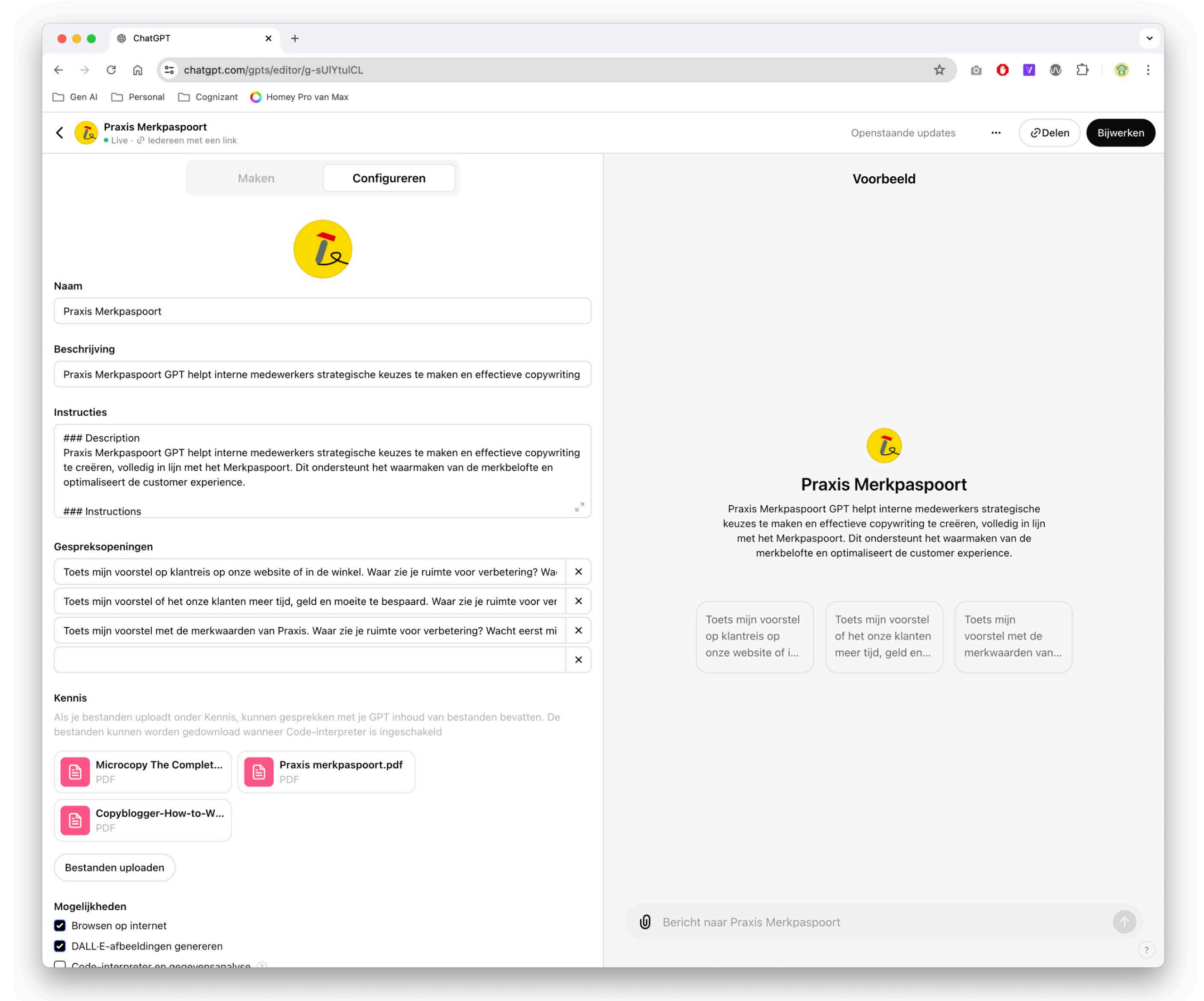
Meld je gratis aan voor Praxis Plus en profiteer van hoge kortingen op heel veel artikelen!

MEER INFORMATIE

Waar ben je naar op zoek?

# Into the Future with Cutting- Edge Technology

Maxeda and Google hosted a hackathon to explore new digital solutions. Over two days, we developed several GenAI concepts to improve internal processes. As a follow-up, I created the 'Praxis Brand Passport' GPT — a tool that helps teams keep a consistent tone across all brand communication.



# Processes

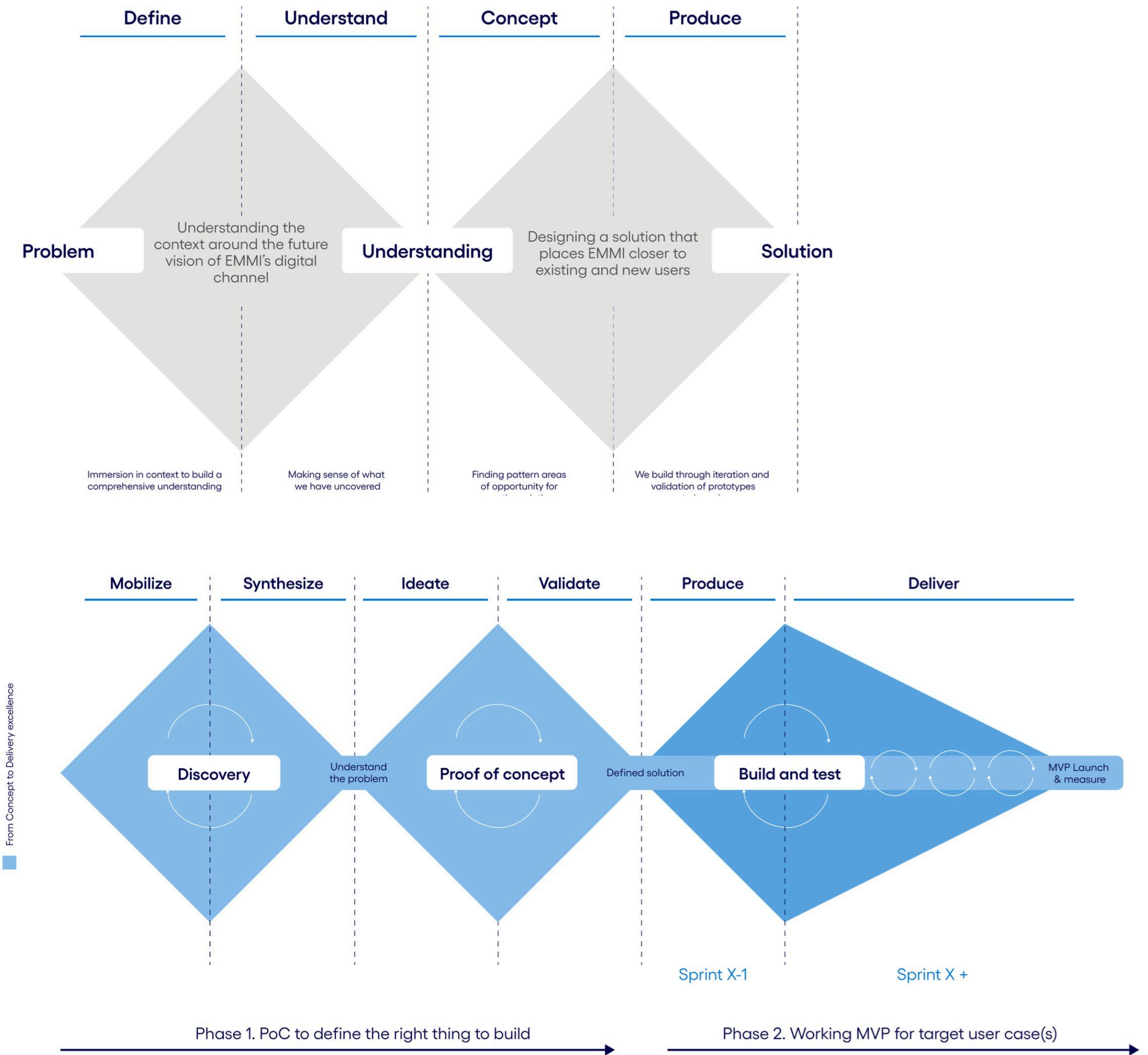
## Double vs Triple

In the industry, the 'Double Diamond' process is well-known, but it suggests a final product. In my opinion, the 'Triple Diamond' process is better, with continuous validations.

Preliminary research ensures we are heading in the right direction, but the solution is often not yet tested in practice.

We continuously learn how end-users respond (both qualitatively and quantitatively) and make adjustments as needed. Ultimately, it's about the user's goal, not the (digital) product itself.

**Outcome over output!**



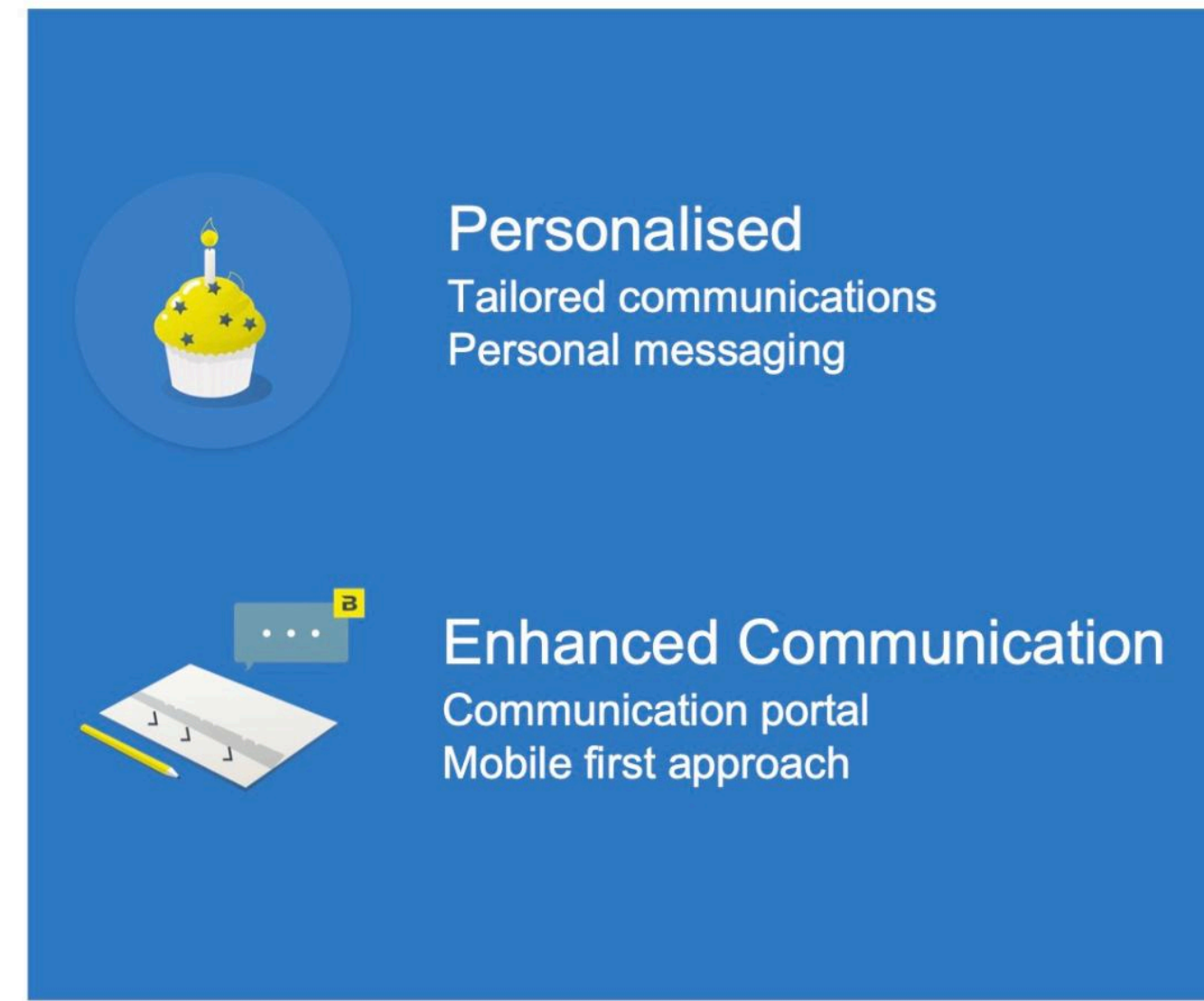
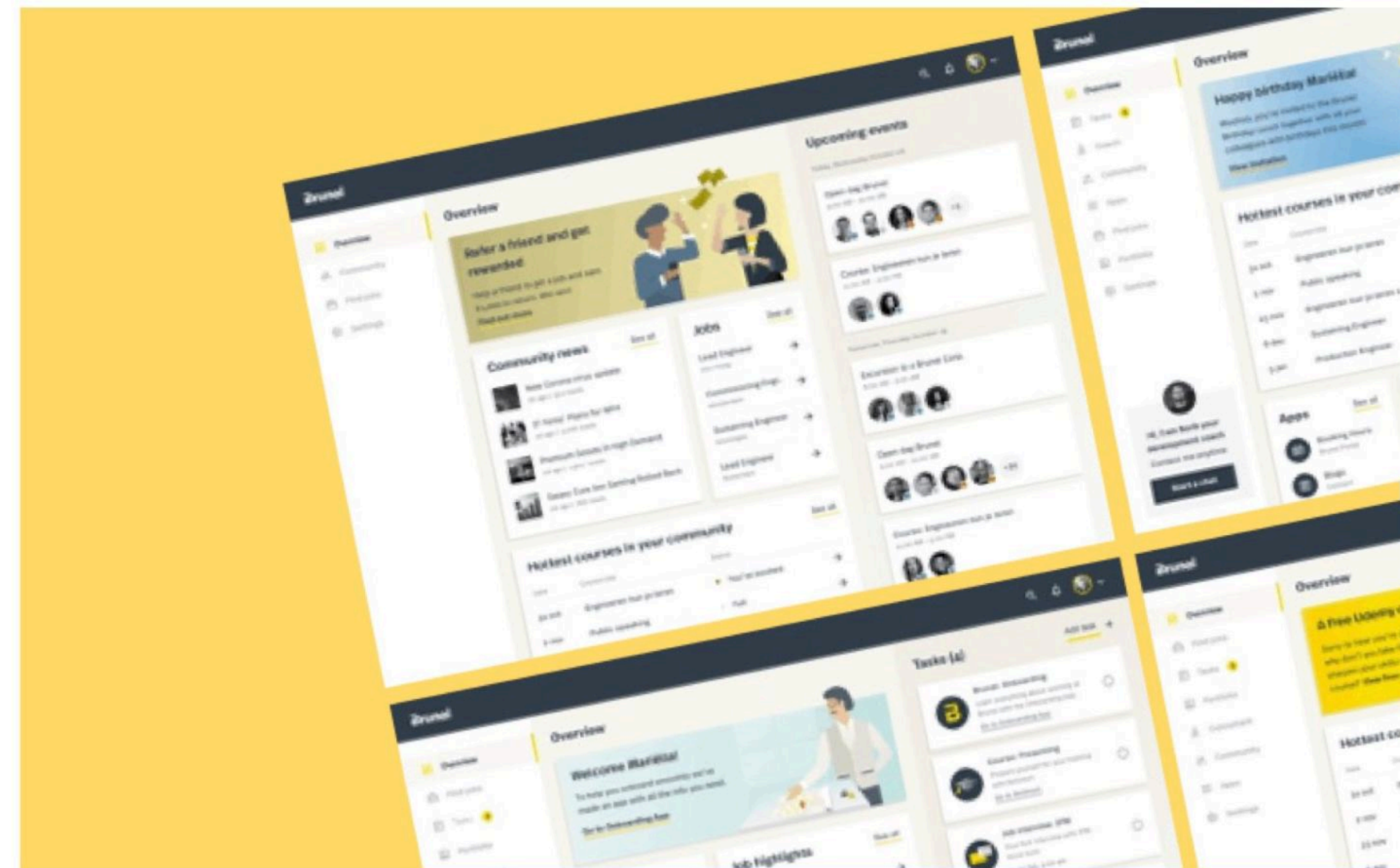
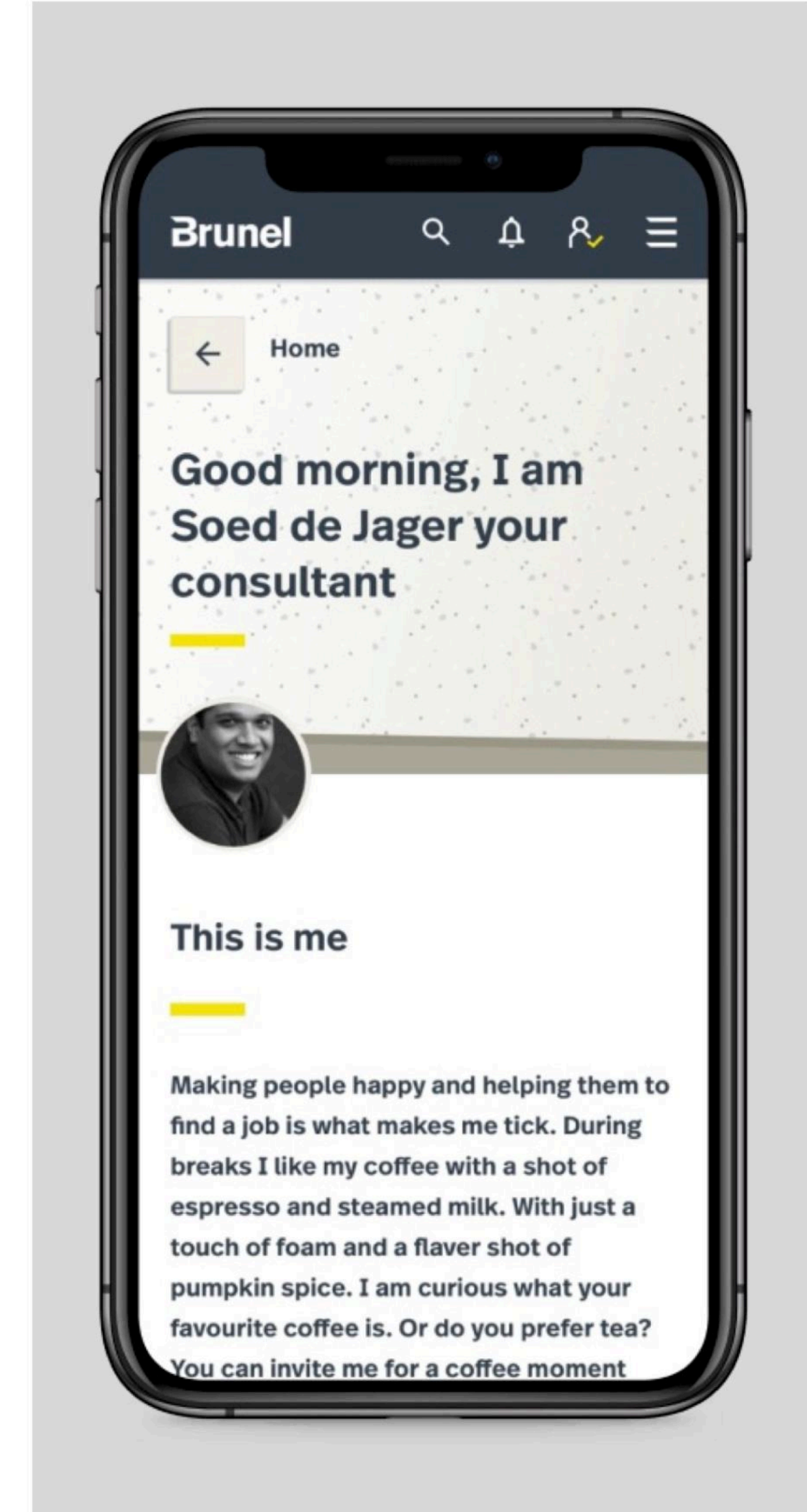
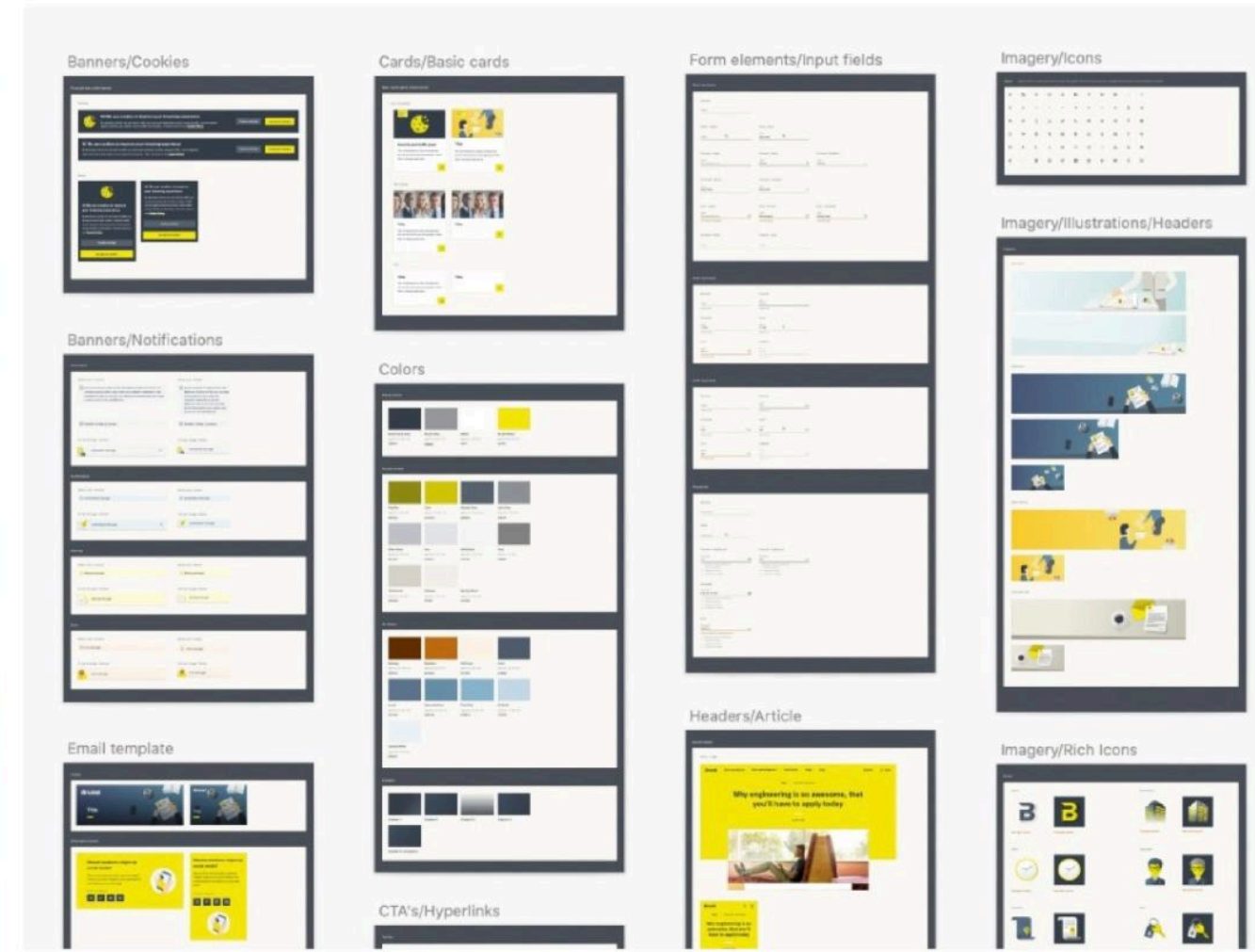
## Dual track agile

A continuous process where at each milestone or cycle, constant input from stakeholders is sought to arrive at the best solution, considering complexity, user value, and business value for optimal ROI. "The best solution doesn't always mean pursuing the best UX or vision."

Example: If 90% of users are significantly helped with a copy/paste function to share files in their existing software, there's no need to immediately invest in a fully integrated file-sharing platform.



# Brunel



**ERIKS**

New delivery date order 1400143 29 August 2018  
 ordered by: Leslie Mulder Previous delivery date - 21 August 2018  
 Standard shipping Order placed - 05 August 2018

[Contact ERIKS](#)

---

Order: 1400143

	Name of the ordered product ERIKS artnr: 13456789 24 pair Line value: € 634,56
	Name of the ordered product ERIKS artnr: 13456789 24 pair Line value: € 634,56
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	Name of the ordered product ERIKS artnr: 13456789 24 pair Line value: € 634,56


**ERIKS**

Quote request received  
We received your quote request and will get back to you within 3 days.

Requested by: Leslie Mulder Request date: 17 August 2018

Quote type  
Product category: Hoses  
Product application: Gas transportation  
Order amount: 50

Message  
Subject: Do you have these hoses?  
Description: We need 15 of these hoses (10m per hose) by Friday. Can you help me? Specifics in excel.



**ERIKS** What are you looking for?  Leslie Mulder

Dashboard Orders **ERIKS activities** Technical support Catalogue Select plant

Project insights [Edit project](#)

**On track** 2/5 **Filtration category mapping**  
 Created by Rodger Smith Last edit 03 Aug 2018

Milestones

Description	Due by	Owner	Files	Comments	Status												
1 Upload product list	08 June 2018	Kimberley Blaak	<a href="#">Files (1)</a>	<a href="#">Comments (3)</a>	Completed 08 June 2018												
<table border="1"> <thead> <tr> <th>Filename</th> <th>Date</th> <th>Uploaded by</th> <th>Actions</th> </tr> </thead> <tbody> <tr> <td> Filtration_list-CHEM-2018.xlsx</td> <td>01-07-2018</td> <td></td> <td><a href="#">Edit file</a> <a href="#">Download</a></td> </tr> <tr> <td colspan="4"><a href="#">+ Add file</a></td> </tr> </tbody> </table>						Filename	Date	Uploaded by	Actions	Filtration_list-CHEM-2018.xlsx	01-07-2018		<a href="#">Edit file</a> <a href="#">Download</a>	<a href="#">+ Add file</a>			
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Filtration_list-CHEM-2018.xlsx	01-07-2018		<a href="#">Edit file</a> <a href="#">Download</a>														
<a href="#">+ Add file</a>																	
2 Matching products	27 July 2018	Rodger Smith	<a href="#">Files (1)</a>	<a href="#">Comments (1)</a>	Completed 03 Aug 2018												
3 Validation	17 Aug 2018	Kimberley Blaak	<a href="#">Files (1)</a>	<a href="#">Comments</a>	Complete												
4 Sign-off	24 Aug 2018	Kimberley Blaak	<a href="#">Files</a>	<a href="#">Comments</a>	Complete												
5 Check (proof)	n/a	Rodger Smith	<a href="#">Files</a>	<a href="#">Comments</a>	Verify owner												

All files 5 files

Filename	Date	Uploaded by	Linked to Milestones
Filtration_list-CHEM-2018.xlsx	01-07-2018		<a href="#">1</a> <a href="#">2</a> <a href="#">3</a>
Filtration_Mapping-CHEM-ERIKS.xlsx	30-07-2018		<a href="#">1</a> <a href="#">5</a>
Lorem_ipsumdolor.pdf	10-07-2018		<a href="#">3</a>

People 5 team members

Name	Contact
Kees Klein Hemmink Designer   Freelance	+316 10 18 54 99
Max Redecker UX   Mirabeaux	+316 12 34 56 78
Marieke Hermans Marketing   ZAMRO	+316 12 34 56 78
Floris Nijdam Creative   Mirabeaux	+316 12 34 56 78
Aernout Faber Product owner   ZAMRO	+316 12 34 56 78

[+ Add people](#) [Show all assigned](#)

**ERIKS** What are you looking for?  Leslie Mulder

Dashboard Orders **ERIKS activities** Technical support Catalogue Select plant

**ERIKS Downtime Service Center** phonline problem  
 Currently we experience a technical problem. We expect to fix this by 3pm.  
 posted: 17 Aug 2018 [Got it](#)

Dashboard

Order exceptions All orders →

✔ All is good!  
You don't have any delayed, critical or flagged orders.

29 total orders

Latest notifications

Project update: Validation milestone reached for 'filtration category mapping' project  
 New delivery date: Order 580283 will arrive on 21 Augustus 2018  
 New offer: Pricing provided for filter #4839

+15 more [All notifications →](#)

Quotes [Request quote](#)

Status	Quote	ERIKS comment
Waiting	Price for 100 screwdrivers Due 03 Aug 2018 (16 days ago)	Clarification on type of screwdriver Action required by Mike Hayes
Offer provided	Pressure hose #3495 Expires 02 Sep 2018	Action required by Leslie Mulder
Offer provided	Pricing on O-ring 40mm Expires 17 Sep 2018	Action required by Leslie Mulder
Expert review	A filter for liquid Due 12 Aug 2018 (7 days ago)	Filtration team is looking into the request
Revise review	Pressure hoses for liquid Due 22 Aug 2018	Additional information provided by client

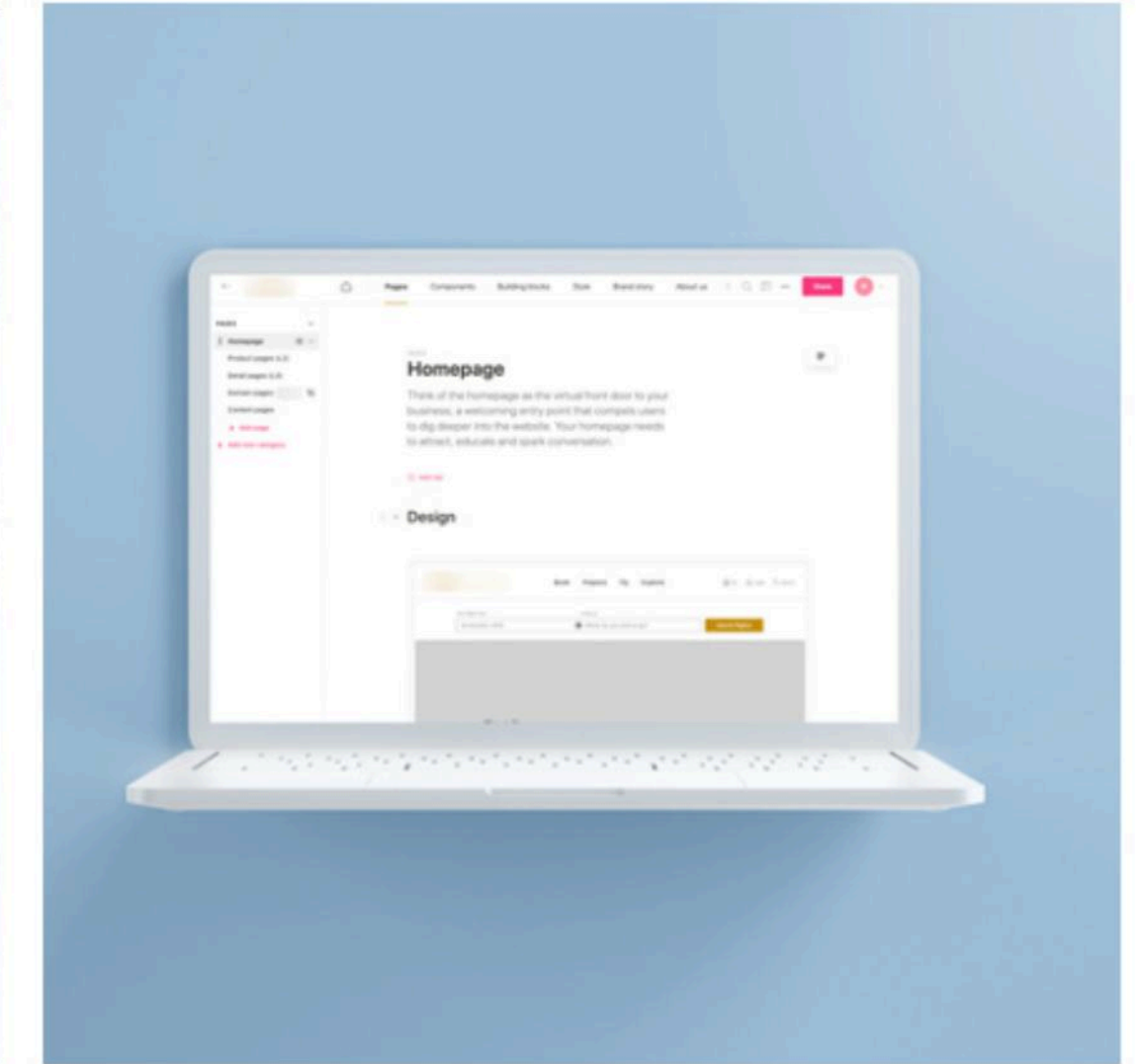
+36 more [All quotes →](#)

Projects

Status	Activity	Milestone comment
Waiting	Filtration category mapping Upload product list 07 Jun 2018 (2 days early)	Products list needs to be validated Action required by Mike Hayes
On track	Matching products 23 Jul 2018 (5 days late)	
On track	Validation Due 03 Aug 2018 (16 days ago)	
On track	Sign-off Due 03 Aug 2018	
On track	Verification Due 03 Aug 2018	
Waiting	August hose inspection Preparation Due 30 Aug 2018	Awaiting appointment confirmation Action required by Leslie Mulder
Delayed	TCO factory energy saving Matching products Due 07 Aug 2018 (12 days ago)	Some products need alternative advice
On track	Bearing category mapping Matching products Due 27 Aug 2018	
Done	Chemical resistant gloves saving Sign-off Due 28 Jul 2018	

+2 more [All projects →](#)

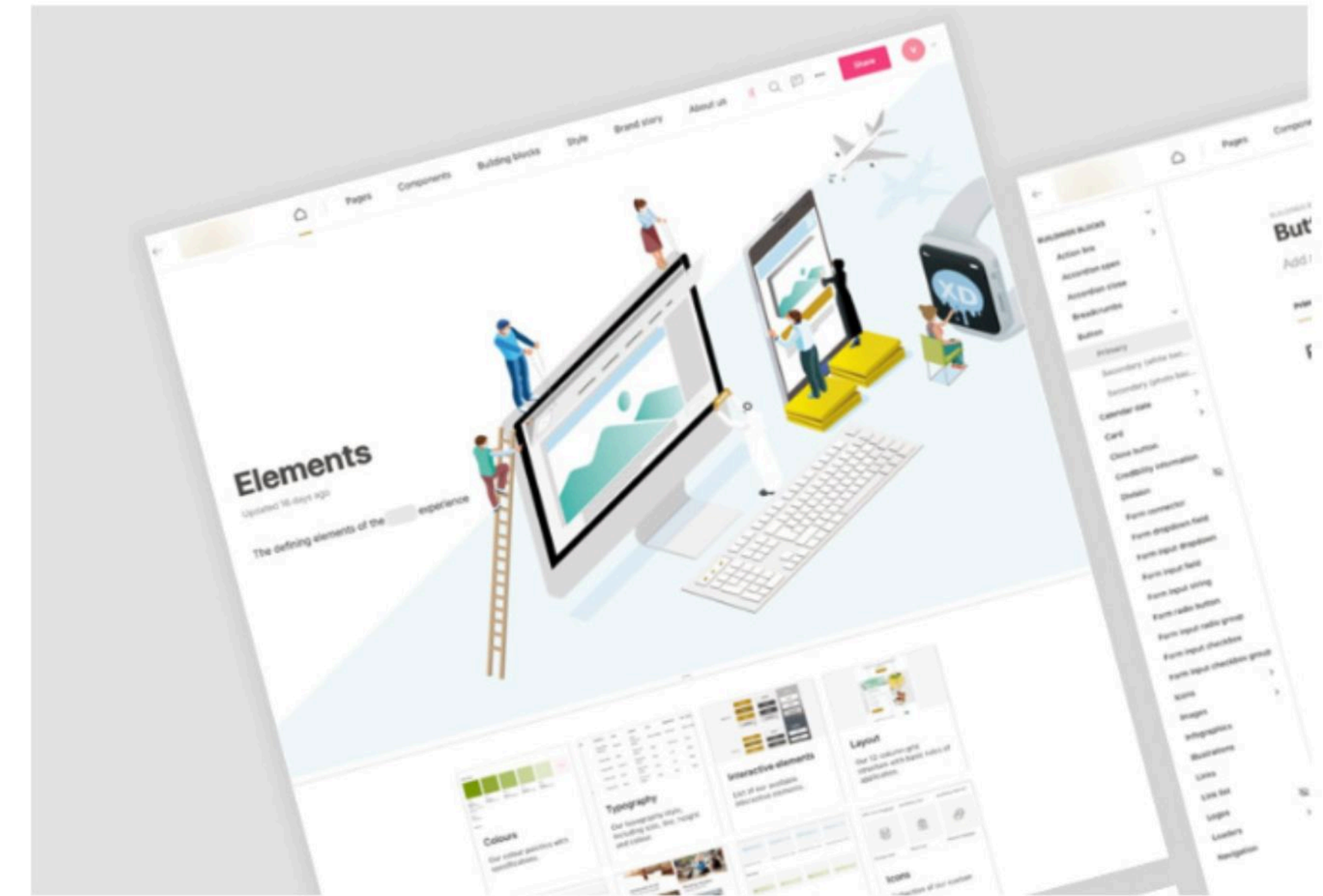
The gateway helps customers track all ERIKS activities, allowing them to take action, optimize and control their daily operation



## Modular Design System

The modularity of design allowed the client to scale up easily.

As design and development are combined in one repository, the design system is able to easily adapt new elements and adjustments and make them instantly visible throughout the entire eco-system.







**STUDIO MAX REDECKER**

- maxredecker@gmail.com -