

Sjoerd Vijfhuizen (Pronunciation: [shoehrt](#))

Applied AI UX Leader

15+ years experience in digital, 8 of which in leadership roles, with 3+ years leading AI-powered product experiences serving millions of users.

EXPERIENCE

MediaMonks, UX Director: Interactive and Applied AI

JAN '25 - CURRENT

Monks.Flow: enterprise marketing AI suite

- Handselected to lead UX strategy and design for Monks' own agentic platform focused on automating marketing workflows, resulting in faster content production for enterprise clients.

Burger King: marketing workflows

- Co-led in-person design thinking workshop identifying 12 automation opportunities for BK's marketing operations, including social content creation and campaign optimization workflows

Zoox.com: website redesign

- Strategy, content and interaction design supporting Zoox's transformation from R&D to customer-facing autonomous vehicle service, designing user experiences for AI-powered transportation

MediaMonks, UX Director: Google team

SEP '21 - DEC '24

- Led UX design for AI-powered Google products including TensorFlow, Google Cloud AI services, and emerging ML features across Ads and YouTube
- Managed a global team of 10 UX designers across 4 time zones, establishing design operations
- Facilitated knowledge sharing across members.
- Oversaw projects and client relationships.
- Applied and ensured Google standards across projects.
- Educated staff on UX best practices and processes.
- Operationalised and optimised UX workstreams.

SAN FRANCISCO

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[Email](#), [Website](#), [LinkedIn](#)

SKILLS

AI & Emerging Tech: GenAI product design, AI UX patterns, human-AI interaction, prompt engineering, AI ethics & safety

UX Leadership: UX strategy, team management, design operations, stakeholder management

Core UX: User research, interaction design, prototyping, usability testing

TOOLS

AI TOOLS: ChatGPT, Claude, Gemini/AI Studio, NotebookLM, Replit, Figma Make

DESIGN TOOLS: Figma, FigJam, Miro, Mural, Sketch, Adobe Suite

NOTABLE CLIENT

Google • Meta/Facebook • Adidas • ING Bank • Burger King • Zoox • Twitter

AI ACHIEVEMENTS

Early adopter: Designing GenAI UX since 2022

Enterprise scale: AI products serving 40M+ users

Cross-industry: Applied AI in marketing, finance, automotive

Team leadership: 10+ designers across AI initiatives

INDUSTRIES

Applied AI, Autonomous Vehicles, Enterprise Marketing Automation,

Consumer Technology, B2B SaaS,
Financial Services

MediaMonks, UX Director: SFBA office

MAR '19 - AUG '21

- **Set up a UX studio in the Bay Area working for brands like: Twitter, Facebook, Oculus, Google, Intuit, ServiceNow, Jacobs, Netskope.**
- Pitched new clients and projects.
- Recruited and led international design talent.
- Implemented UX design and research workflows.
- Day to day project oversight and client management.

EDUCATION

Bachelor: Communication and
Multimedia Design (2007),
Hogeschool van Amsterdam.

LANGUAGES

Dutch (native) and English.

MediaMonks, UX Lead: adidas Locker Room

FEB '17 - FEB '19

- **Created a new marketplace for sports- retailers and teams looking to buy, and sell, adidas outfits.**
- Embedded with adidas in Portland.
- Led a team of 4 designers.
- Facilitated ideation- sessions and prioritisation sessions.
- Stakeholder interviews and management.
- Designed and presented decks for internal comms.
- User journey mapping.
- Usability testing: interviews and asynchronous.

ING Bank, Senior UX Designer

FEB '16 - JAN '17

- **Collaborated with the Data Science team to develop and design *Actionable Insights*, an alert system helping customers avoid painful errors and make better financial decisions.**
- Led the redesign for a consumer-facing responsive banking environment for The Netherlands' largest retail bank.
- Co-facilitated multiple Google Design Sprints.
- Supported the team of external user researchers.
- Developed UI framework based on Google's *Material Design*, including transitions and animations.
- Participated in hiring talks and to recruit new team members.

Shuffler.FM, Product Manager & UX Designer

JAN '12 - JUL '14

- **Planned, designed and implemented a new music discovery tool, a “slow music experience”, for web, mobile and tablet.**
- Worked with the founding team to determine the roadmap.
- Created wireframes and art-directed the visual designers.
- Worked directly with engineering.
- Managed a, partly remote, team of designers and developers.
- Maintained the sprint planning and the backlog.
- Responsible for shipping and QA.