Lex Postma
"just make great products for people"

👤 Personalia

Address	The Hague, The Netherlands
Contact	hello@lexpostma.me • @lexpostma
Age	27 years old
Website	lexpostma.me • includes portfolio and more about me

💼 Employment

Future

Interaction Designer *at* **Apple**
One can dream, right?

Feb 2019 - now

UI/UX Designer at **Digidentity**
Identity provider in The Hague. Leading the design vision and implementation for Digidentity's core identity product on the web and in the native iOS and Android apps. Creating a consistent UI across the company's products by building a complete UI Kit and Design System from scratch and flowcharting and prototyping the interfaces. Visualising and optimising complex registration flows of verified identities from LoA1 up to LoA4 (level of assurance). Balancing government requirements (British, Dutch, and more), with company values and user experience.

Jan 2016 - Jan 2019

(Medior) Interaction Designer at **Hoppinger**
Full-service internet agency in Rotterdam. Designing interactive prototypes and wireframes of websites and apps, based on user research with empathy mapping, personas and customer journeys. Working on data visualisations, UX, workflows, and customer-environments. Quickly grew from junior to medior, taking on extra responsibilities as Lead Design on large, complex projects. Experience with working agile in a scrum team, in direct contact with product owners, project managers and developers. Able to translate the complexity and represent the end-user to all involved disciplines.

Feb 2008 - now

Apple support
Support in managing and configuring Apple devices for consumers and self-employed entrepreneurs. Advising on Apple and tech related topics. Support and guidance in switching to Mac, iPhone and iPad.

Jan 2010 - Feb 2016

Service employee at an **Apple Authorised Service Provider**
Apple Authorised Service Provider in The Hague. Intake of defect machines and doing both software and hardware repairs. Helping customers solve their technical problems. Sales of new products.

Feb 2015 - Dec 2015

Interaction Designer at **The Incredible Machine**
Strategic design agency in Rotterdam. Graduating on product service system "Mesh" for sharing platform Peerby. After graduating I continued as freelancer, building a prototype of an Internet connected scale for the distribution centers of Rechtstreex.

Sep 2009 - Jun 2013

Translator for international **software developers**
Localising Mac and iOS apps from English to Dutch. Instacast and BusyCal, among others.

2007

Childhood jobs
Assembling IKEA furniture. Delivering morning newspapers De Telegraaf and Financieel Dagblad, local newspaper Groot Rijswijk and advertisement magazines in two districts.

🎓 Education

2013 - 2015

Master Design for Interaction at **Delft University of Technology**
Human-centred design, focusing on the user and his/her experience and expectations. With creative, hands-on and inspiring electives and some very in-depth and instructive projects.

2009 - 2013

Bachelor Industrial Design Engineering at **Delft University of Technology**
Designing products with a broad focus on mechanics, engineering, materials, ergonomics, business analysis, marketing, cost analysis, production techniques, aesthetics and user experience. The program included a variety of projects for different companies.

2003 - 2009

VWO at **IMC Rijswijk** and **Zandvliet College The Hague**
Atheneum with Science and Engineering profile and elective Visual Arts.

👍 Skills

Languages

Dutch — mother tongue
English — excellent

Prototyping

Making physical and digital prototypes and mockups. Experience with 3D printing, laser cutting, vacuum forming etc. Also able to program with Arduino and Raspberry Pi.

Product design

Designing and/or improving big and small physical products, services and apps.

Graphic design

Logos and corporate identities, presentations and reports and (app) icons.

Presenting

Presenting projects and designs for big and small audiences. Clean, animated presentation slides. I always aim for and build up to a surprise effect.

Video editing

Directing and editing of product concept videos.

Software

Expert with macOS • iOS • iWork and Microsoft Office • Sketch • Axure • Figma
Good with Adobe Creative Suite • SolidWorks • Final Cut Pro

Development

Good with Arduino • HTML and CSS • PHP and MySQL
Beginner with Python • Swift

Certification

Apple Product Professional, certified by Apple in 2011, 2012 and 2015
Simplicate Master, certified by Simplicate in 2018

Softskills

Perfectionist, curious, efficient, goal oriented, analytical, quick learner, getting my hands dirty, technical insight, and a good listener.

Driver's license

B (car)

🧩 Interests

General

Everything Apple, designing and developing websites and native apps, tinkering with home automation, LEGO and Raspberry Pi's, being the handyman for everyone's DIY projects, and enjoying tech podcasts and deep house beats.

Sport

Running and basketball. Participate monthly in running events, mainly 10K and 21K. Played in a basketball team for 7 years.