

# Lex Postma

Digital Product Designer / Creative Nerd

In the future

**Product Designer at Apple**

Bleeding six colours since 2005. One can dream, right?

Since October 2023

**Senior Product Designer at Moxio**

Asset management in Delft

Designing the flexible asset management application at the core of organisations like ProRail, Heijmans, Schiphol, and Port of Rotterdam. This involves designing an abstract and scalable information architecture and UI that manages millions of different physical objects and connects them through diverse, complex, and evolving (OTL) data models, enabling organisations to monitor, maintain, and optimise their infrastructure more efficiently.

February 2019 – September 2023

**Senior Product Designer at Digidentity**

Identity Wallet and Qualified Trust Service Provider in The Hague

25+ million global identity wallet users. Defining the product and design vision and implementation for Digidentity's core identity product. Lead designer across 4 development teams, for native iOS and Android Wallet apps, My Digidentity and the business/certificate Self Service Portal web apps, authentication and qualified e-signature flows, and the multi-platform design system. Scaled and maintained localisation efforts to 9 languages. Mentored junior designers.

January 2016 – January 2019

**Medior Interaction Designer at Hopper**

Full-service web agency in Rotterdam

Grew from junior, making full-featured wireframes and doing user interviews, to medior and lead designer for several key clients and complex web applications. Working closely together with project managers and developers. Defined backend flows for student housing, lead data quality efforts and purchase journeys for GS1, intranet for Rijk Zwaan, and digitalisation ambitions for VNG.

February 2015 – December 2015

**Freelance Interaction Designer at The Incredible Machine**

Strategic design agency in Rotterdam

Graduation project "Mesh" with sharing platform Peerby. And built a prototype for an IoT-scale for distribution centers.

August 2009 – September 2015

**Industrial Design Engineering at Delft University of Technology**

Master's and Bachelor's degrees in Delft

Human-centred product design, focusing on the user and their physical and digital interactions, experience, and expectations. Master's in Design for Interaction.

2007 – 2016

**Former jobs**

Various employers in The Hague and Rijswijk

- 6 years at LJS, the Apple Authorised Service Provider in The Hague.
- Assembling IKEA furniture, delivering local and national (morning) newspapers, tech support, translating international apps.



Perfectionist, passionate, curious, analytical, versatile, quick learner.

The Hague, NL

 lexpostma.me  
More details and portfolio

hello@lexpostma.me

 @lexpostma  
Mastodon, LinkedIn, GitHub, Threads

Has beautiful wife and son

Driver's license B (car)

Speaks Dutch and English

★ Figma • Sketch • HTML/CSS/PHP  
iOS • macOS • CAD • Raspberry Pi  
Design systems • 3D printing • Jira  
Agile • Scrum • Keynote • Icons  
Prototyping • IoT • Presenting

♥ Family • Apple • Tech podcasts  
Home automation • LEGO  
Marvel • Catan • Running

