



CHRISTINE WELSH-TIGGELOVEN

Experience Director

www.christinetiggeloven.com

A highly skilled UX Director with 10+ years of experience in leading cross-functional teams to design and deliver exceptional digital experiences.

A strategic thinker and problem-solver, with a deep understanding of user-centered design, creating & innovating, user research, and design thinking methodologies. Strong communication and collaboration skills, with a proven track record of building and managing successful teams that deliver measurable results. Experienced in leading teams to evaluate system functioning and remain forward-thinking in design and progress.

Skills

- Human Centered Design
- Leadership & Mentoring
- Prototyping (Figma/Sketch)
- Design Thinking
- User (& UX) Research
- Data Driven Metrics
- Strategic Work
- Design Systems
- Communication Skills & Stakeholder Management
- Psychological Safety
- Product Innovation

Employment History

Director User Experience Design, Wholesale Banking

Amsterdam

August 2023 — Present

- Spearheaded the experience design strategy for WBAA, aligning design initiatives with business KPI's and driving adoption of new initiative like *experiment week* across ING.
- Led the UX research and design for the KYC Gen AI project, streamlining the work processes and reducing analyst review time by an estimated 51%.
- Oversaw the pilot of generative AI solutions for KYC, validating UI concepts through user testing and contributing to a 22% improvement in task completion accuracy.
- Established a prioritisation framework to manage incoming UX requests.
- Mentored and developed a team of designers, opening new growth pathways and fostering a culture of continuous learning and innovation.
- Advocated for UX integration within product strategy discussions, ensuring design principles are embedded into key decision-making processes across WBAA.
- Partnered with PwC to implement QA checks on AI-generated answers, ensuring regulatory compliance and data accuracy in our work.
- Measured and improved user trust in generative AI-driven UX solutions by conducting trust perception studies and iterative experience testing.
- Led a culture survey initiative to assess and enhance psychological safety within INGA, implementing targeted interventions that resulted in a measurable improvement in team feeling and a 23% increase in perceived psychological safety scores.

Employment History

Director in Customer Strategy & Applied Design at Deloitte,

Amsterdam

September 2021 — August 2023

- Collaborated on projects with clients, stakeholders, and cross-functional teams to define project goals, scope, and timelines. (Ikea, ING, PVH)
- Conducted user research and usability testing - Rolled out the Digital Banking Maturity Assessment that evaluated 304 banks in 41 countries.
- Developed and executed design strategies that aligned with client's business objectives and delivered measurable results in KPI's.
- Created wireframes, prototypes, and design specifications to communicate design concepts and requirements to sign-off parties and developers.
- Managed project budgets, timelines, and resources to ensure on-time and on-budget delivery.
- Mentored and coached team members to develop their skills and achieve their career goals.
- Contributed to business development efforts by identifying new opportunities and participating in pitches and proposals.

Global Experience

Director at Philips,

Amsterdam

July 2016 — September 2021

- Worked closely with the Precision Diagnosis cluster organisation and company stakeholders to enhance the quality and user experience of 112 Philips products. (Including Ultrasound, MRI, CT, Lumea App)
- Created the Philips Design Language System (dDLS) & engaged business leaders to adopt the (dDLS) in their individual solution spaces.
- Collaborated with individual businesses on roadmaps to combine design and development activities with our teams for maximum impact in shortest time.
- Worked with agile design and software architects on platform issues and reported on software design experience to upper management. Bridged the gap between design and development worlds to ensure solutions make sense and perform at scale.
- Oversaw a growing design team in all aspects of experience including business requirements, information architecture user flows and new concepts.
- Conducted day-to-day activities such as strategy, vision, design and product evaluations, wireframes, prototypes, concepts, building propositions, updating the design system, stakeholder management, and legacy management.
- Managed a team of Leads, Designers, and UX/UI professionals with mentorship to succeed in their career at Philips.

More Work History Available on LinkedIn

Education

Executive MBA

in Business

Administration

University of Amsterdam

Specialty focus: **Corporate Transformation** – Average Mark 8.5 (A)

Competitive & Corporate Strategy, Ethics & Sustainability, Business Negotiations, Strategic Performance Management, Change Management, International Business, Business Analytics, Valuation, Corporate Finance, Purpose Driven Strategy, Executive Process, Conscious Marketing, Digital Business, Business Simulation.

BA (Hons)

Applied Graphics

with Multimedia

Technology,

Glasgow Caledonian University,

I achieved my degree with distinction **Mark: 2:1**.

Main subjects: design studies project, multimedia development technology with interface design, business studies, graphic design, webpage development, animation, desktop publishing & 3D modeling.

Courses

Certificate in User Experience (speciality recognition in UX Management), NN Nielsen Norman Group

Enterprise Design Thinking – Team Essentials for AI, IBM

Language

English (Native)
Dutch (B1)

Awards

IF Award – Patient Dashboard (2020)
IF Award – Modules (2020)
The Hammerman Award (2016)
Prince Philip Award (2014)

Extras

JUROR: America By Design Season 2 OCTOBER 2021
Appears as a Juror on American TV Show “America By Design”.
Appearance throughout season 2.

Conference Speaking

UX Scotland
06 June 2023

Tech Summit Europe
28 March 2023

Shift CX
17 March 2023

Design X Social – Juror
08/09/10 August 2022

Future of Customer Experience
21 July 2022

Amsterdam Digital Masters Program
08 July 2022

UXSTRAT – Speaker
INTERVIEW WITH UX STRAT
14 June 2022

Codemotion Online Conference – Master of Ceremonies 2
1/22/23 October 2020

Innovation Roundtable
9th September 2020

Ladies that UX – Mentorship Program – Closing Events
8th September 2020