MAX STIRLER

EDUCATION

MSc Business Administration, International Management. VU University, Amsterdam
Extracurricular program qualitative research. UvA, Amsterdam
BSc Industrial Design Engineering & Minor Technology-Based Entrepreneurship. TU Delft, Delft

EXPERIENCE

Bol   2023-now
Product designer

- Responsible for innovation and automation in B2B assortment management and API ecosystem development for partners, internal users and third-party integrators, Developed and launched an AI model that automatically maps partner information to the bol content model, significantly enhancing the user experience and operational efficiency.
- Led the product discovery process to define our international partner proposition, aligning internal stakeholders and establishing it as the company's top priority and strategy of 2024, strengthening our market position compared to competitors and driving continuous growth.

Adyen   2023-2023
Product designer

- Delivered innovations concerning process automation & customer risk review, strategized and implemented merchant-oriented interfaces for enhanced user experiences, minimizing expenses and time commitments for all (internal) stakeholders.
- Developed dashboards and data visualizations to enhance internal data-driven decision-making processes, facilitating optimized insights and informed strategies.

Ensoul   2022-2025
Co-owner

- Responsible for the complete international end-to-end supply chain management.
- Managed and supervised strategy, product & web development, and KPI's.

Babbels   2021-2023
Lead UI/UX designer

- Utilized a user-centered design approach to implement UI solutions that aligned with business requirements and incorporated user feedback.
- Developed and executed the company-wide UI/UX strategy, while effectively leading and aligning the team to ensure comprehensive understanding and implementation of the strategy.

Maltego (formerly PublicSonar)   2020-2022
Marketing & communications coordinator, AI-driven solutions

- Executed web design projects, incorporating UI/UX development principles for engagement and user-friendly interfaces for our AI product.
- Managed the end-to-end creation and publication of content while restructuring our internal information management system and services for long-term efficiency.

VolVlam   2020-now
Company owner

- Delivered product design services to diverse clientele, ensuring client satisfaction and successful project outcomes. (e.g. Security Delta (HSD), PublicMatters, Artitrex).

SKILLS

- **Design**: Figma, Adobe Creative Cloud (Illustrator, Premiere Pro, Xd, etc.), SolidWorks
- **Project management tools**: Atlassian (Confluence, Jira), YouTrack, Miro, Quantive, Microsoft Office Suite, Google Workspace, Work Management Tools (Slack, Mattermost, Monday, Workday, Notion, Trello, Discord, Teams)
- **Other**: Dovetail, Mopinion, Tableau, Lookerstudio, Wordpress, Elementor, Woocommerce, HubSpot, Maple T.A., IBM SPSS Statistics, ATLAS.ti, Stable Diffusion, Sora, experience with electronics, microcontrollers, HTML & CSS, and Android Studio
- **Language**: Dutch (Native), English (Full professional proficiency)

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Amsterdam