

Hello,

Let me introduce myself

My name is Elmar

I'm an Art Director and Design System Specialist. I've had the opportunity to learn and lead at a wide range of companies, like Polestar, TomTom Sports and Centraal Beheer.

I work on a detailed level by designing User Interfaces and components of Design Systems. But I also enjoy thinking more strategically where business goals, tech requirements and user needs meet.



A few of my clients



UX Art Director
Design System Specialist

Polestar

Design System Specialist and Art Director



Lead UI Designer



UX/UI Art Director and Lead Designer



Service Designer



Visual/UI Designer

But what do others say about me?



Designer & Team Lead, TomTom

I had the pleasure of working with Elmar on a very large hardware project within TomTom. He has the brilliant ability to see through the clutter and give direction toward a very clean, slick and emotive visual direction. Elmar is also keen to make sure his designs work in the real world, so often manages to rapid prototype ideas and conduct user tests. He sets the tone and direction for all others to follow, whilst being a really great team player and overall nice guy!

<https://www.linkedin.com/in/prem-mistry/>



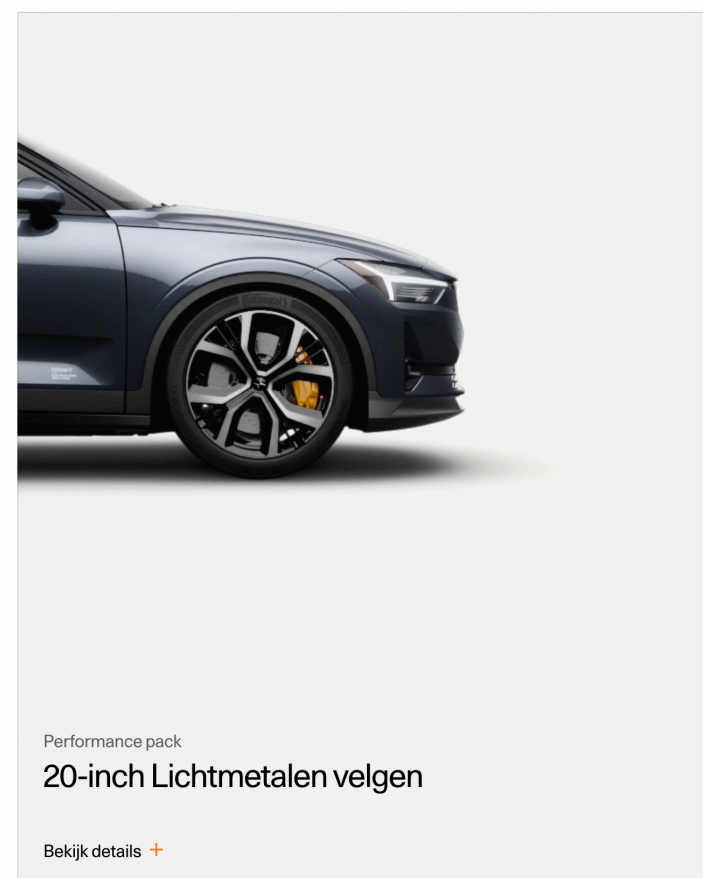
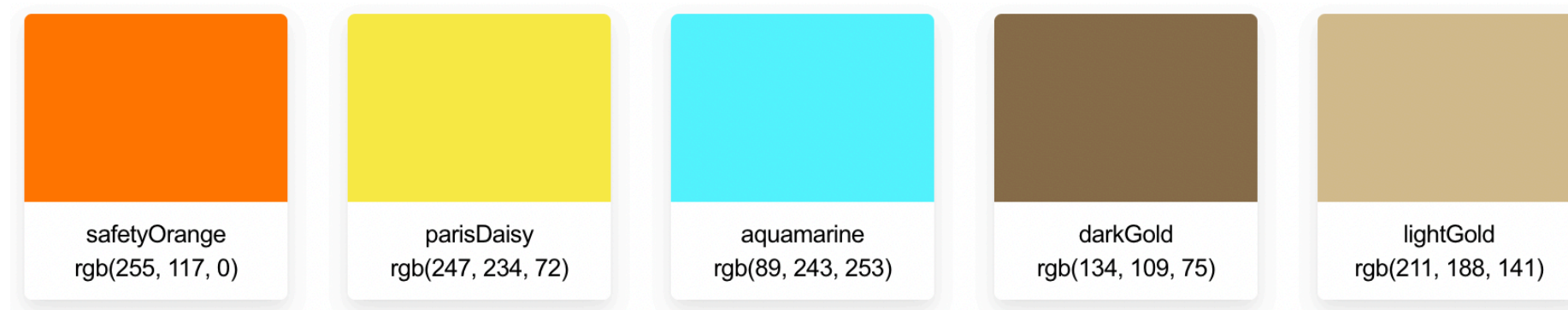
Senior Communication Advisor, Centraal Beheer

Elmar is clearly of a senior level. He doesn't just make pretty designs. Elmar delivers a well thought-out solution, which is customer centred. With his expertise and insight, he naturally guides and coaches other UX designers. Moreover, Elmar is a very pleasant person. That is why I enjoyed working with him at Centraal Beheer. I recommend Elmar wholeheartedly and without hesitation. This design thinker makes every team thrive!

<https://www.linkedin.com/in/marjoleinkoninginterim/>

Polestar Unica77 Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789



Button →

I think in design systems

When I joined Polestar there was a simple library containing a limited set of components that teams pulled in to make their own products.

A good starting point. But more is needed to benefit from having a design system in the first place. How to have more consistent, brand-styled, accessible components that can be easily updated?

The answer is to investigate and improve in other areas of the Design System as well:

- Onboarding for designers/developers
- Documentation in one central place
- Processes & Governance in the organisation
- Support for all the teams

Of course, this takes time and needs a step-by-step process.



This is a title

Lorem ipsum dolor sit amet, consectetur adipiscing nunc pellentesque tellus eget elementum rhoncus. Cras venenatis aliquam magna a semper.

Read more →

Label

Button →



Atom



Molecule

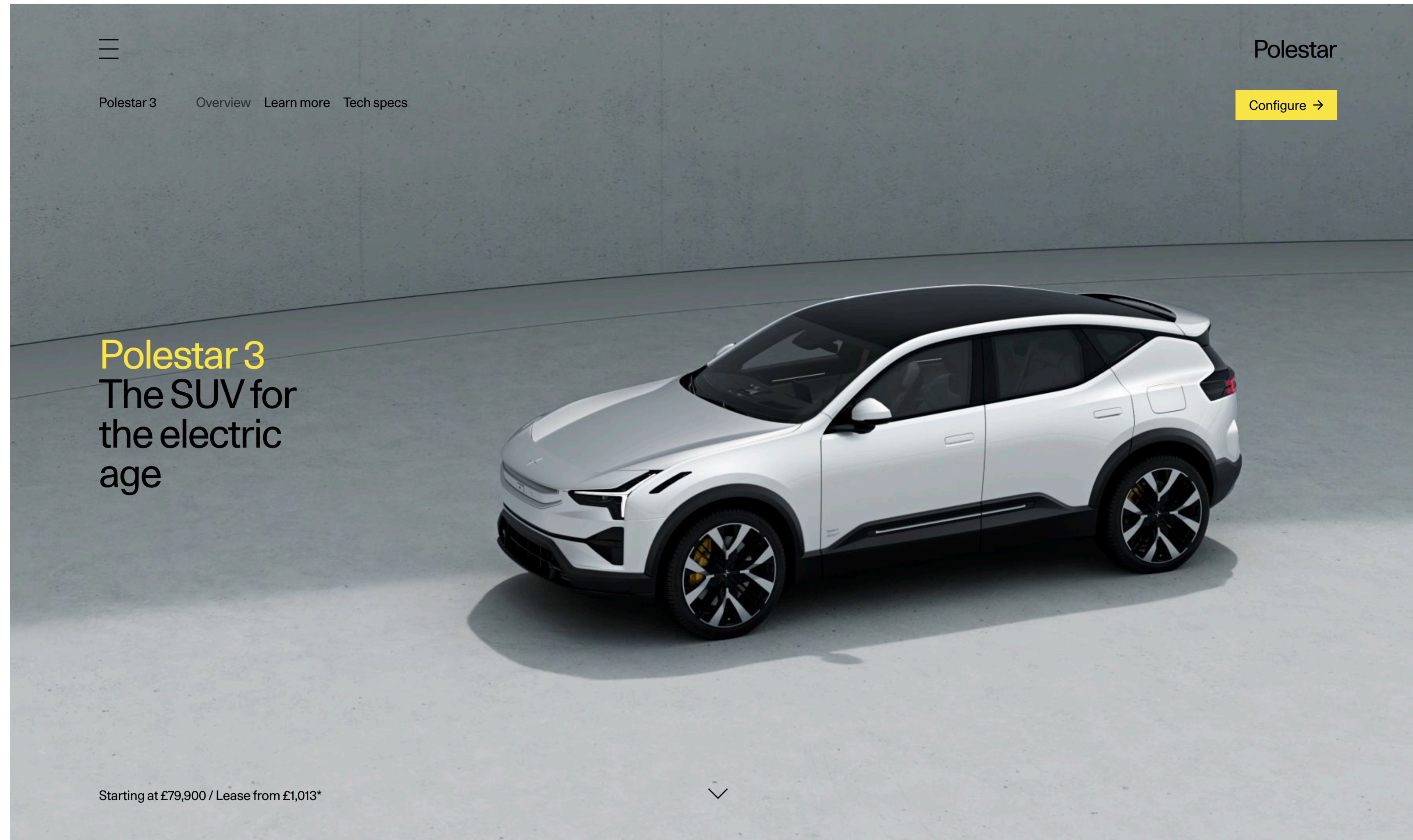


Organism

And the end results are great.

Combining all components and tokens
result in great user interfaces that
don't only look great, but work
intuitively as well.

Check polestar.com for more.



By the way

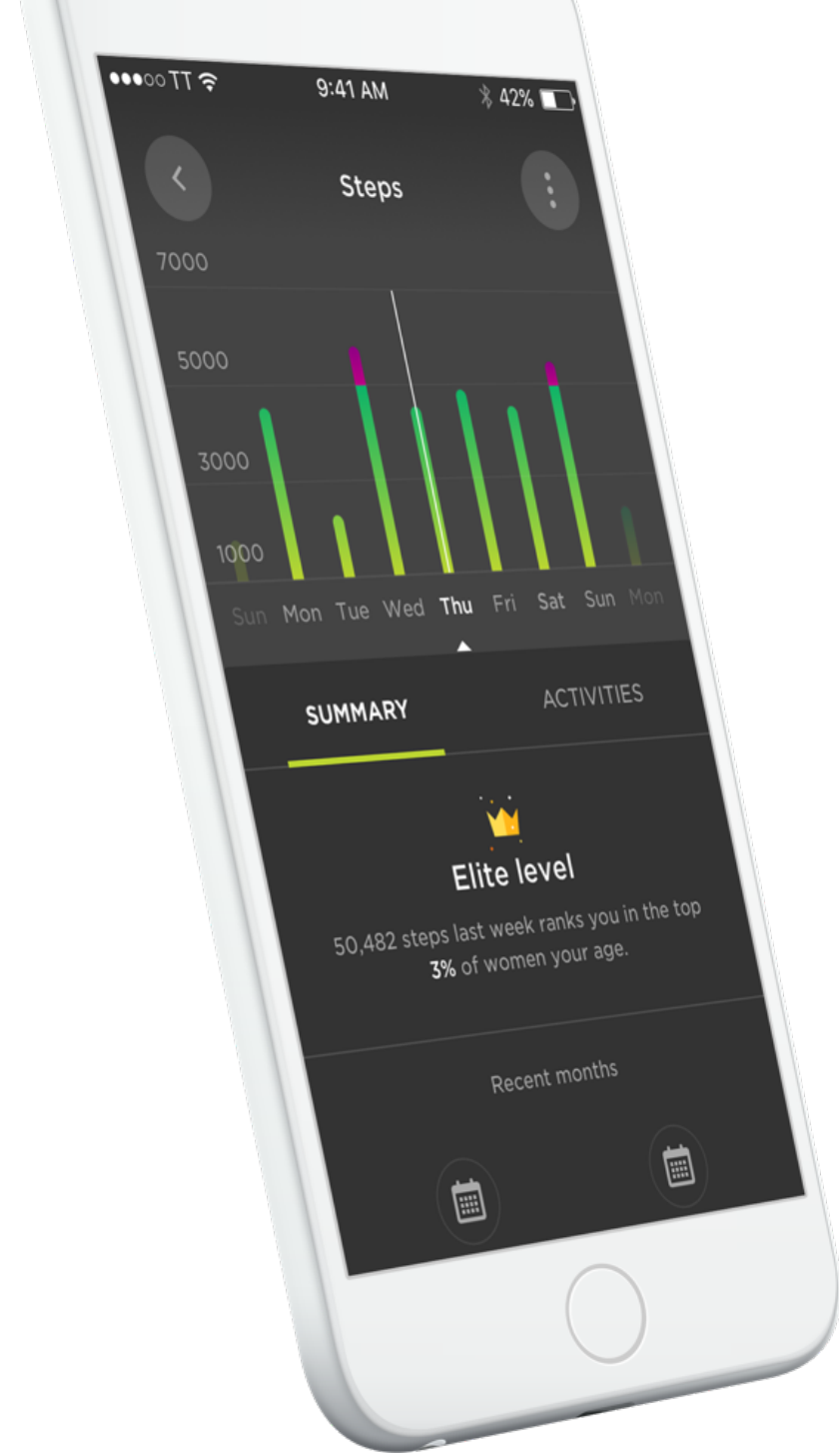
A nice way to learn about design systems is to be playful and use LEGO. As I do here teaching students of Hogeschool Rotterdam all about design systems thinking (and doing).



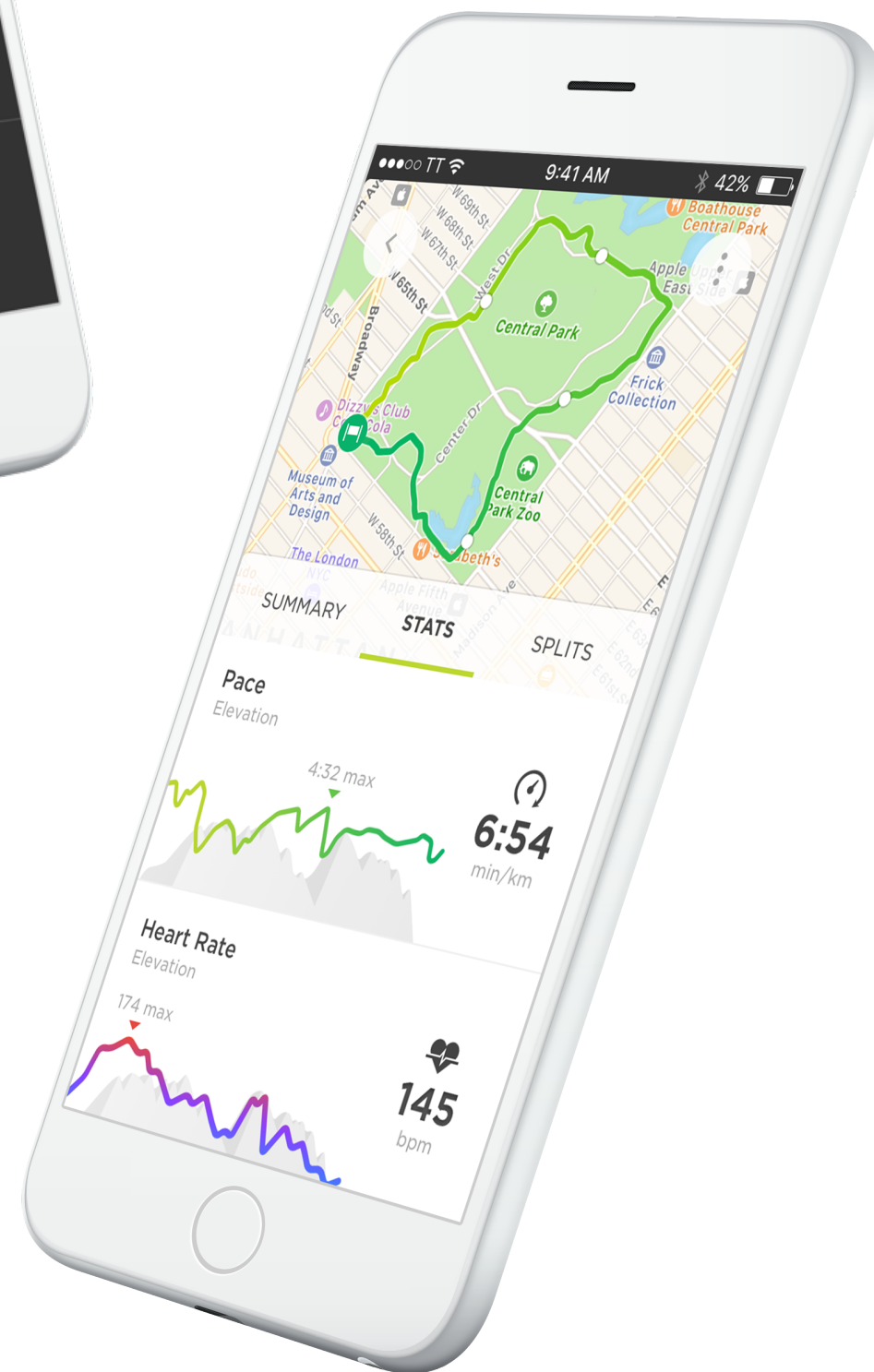
I design meaningful user interfaces

At the Sports department of TomTom I was responsible for the overall interpretation of the sports brand and the art direction of the visual design.





Visualise the energy of workouts
with vibrant colours, green and purple



The main problem was that a wide variety of sports (golf, running, fitness and more) led to scattered designs and confusion for the users.

I applied **design thinking tools** and created an **overall visual design concept** for the UI of all the wearables, IOS/Android apps, web app and packaging.

It has been a joy working together with other talented creatives in Amsterdam and London to make it happen and see the designs come to live in the actual apps, wearables and packaging.

The goal is to design products that **the customer understands** but also enables them to get to know the brand more. In the end, you want them to get a **sense of delight** at any touchpoint of the customer journey.

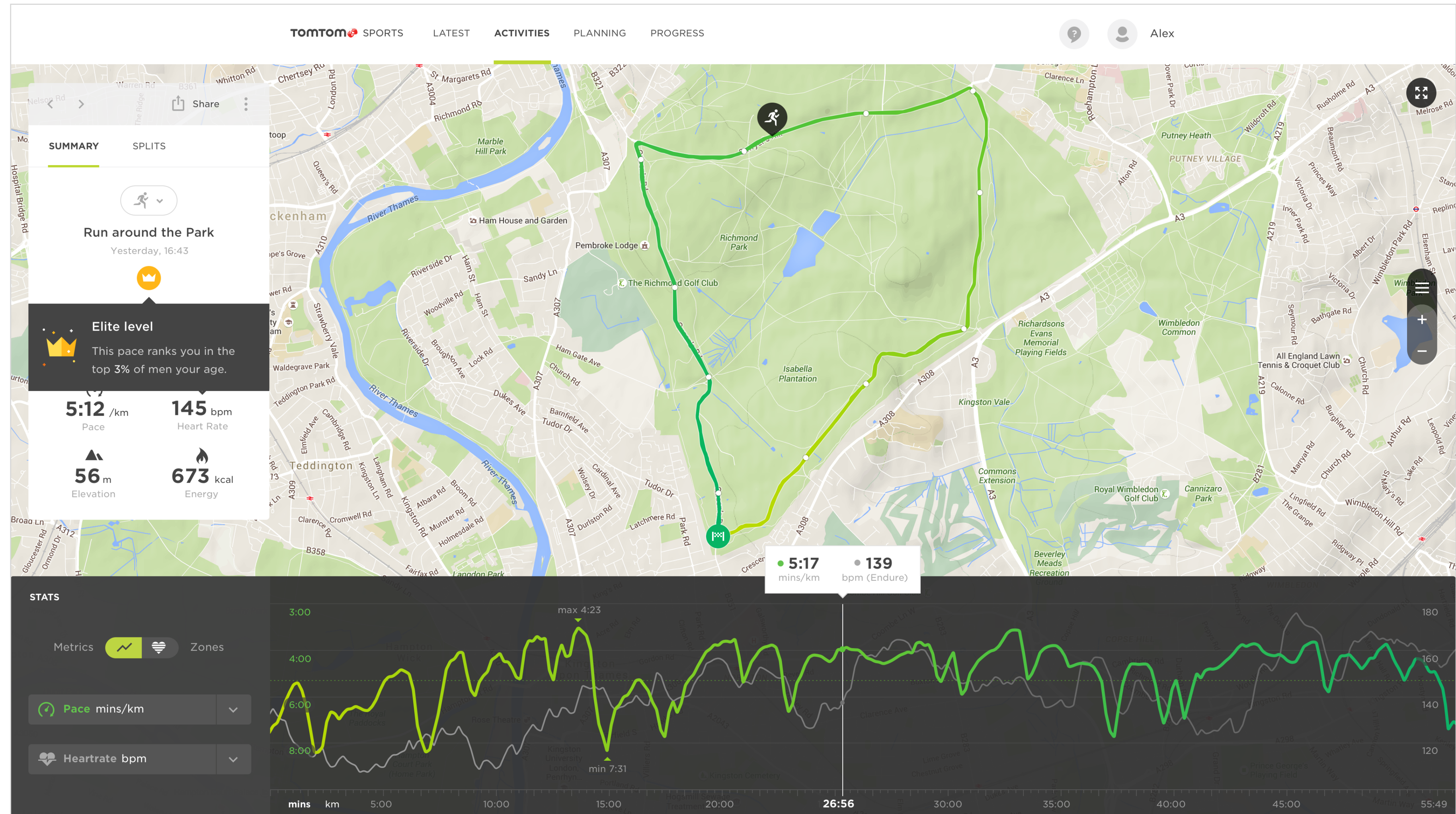
Visualise the effort people
put in their workouts



For a great experience to succeed
there needs to be consistency at all
touch-points of the customer journey



Use the energetic colours and shapes
even on the maps and in larger
data visualisations on the web



I create well-thought-out User Experiences

By researching the target groups,

- prototyping ideas,
- wire-framing flows,
- and designing the screens

I have been able to improve the overall user experience of this Kids & Parents app



Basic HTML/CSS

UI and Visual Design

InVision prototyping

Philosophy of Design

CrossFit dude

Branding & Identity

Rookie guitar player

I have much more to show...

Basic Swift for iOS

... but shall we save that for **a next conversation?**

I would love to answer any questions and show more
work, as well as get to know you more.

Sketch and Figma

Principle prototyping

Design Thinking Tools

Adobe CS

I built my own app
for better conversations
www.vrank.app

Behavioural Design Principles

Thank you

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