

Robin van der Vliet

Design leader | Architecting systems, leading teams and clarifying ambiguity to accelerate delivery.

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Experience

Zencargo

Amsterdam, NL
London, UK

Director of Design

Apr 2026 – Present

- Architecting an AI-integrated design strategy to collapse the timeline from ambiguity to production, tripling team velocity.
- Leading the "Trinity" (Product, Engineering, Design) to align holistic vision with high-leverage business goals and replatforming.
- Ringfencing talent for expansion while establishing a scalable design ops engine to support core business stability.

Head of Design

Mar 2024 – Apr 2026

- Defined the long-term design vision and organisational structure to support the next phase of product maturity.
- Shifted the department from a service-provider model to a strategic partner role, influencing the global product roadmap.
- Operated as a hands-on player-coach, balancing high-level department leadership with active participation in complex execution and craft.

Lead Designer

Dec 2021 – Mar 2024

- Scaled the design system and mentored the team to accelerate engineering throughput and ensure cross-platform consistency.
- Championed automated workflows that transitioned operations from reactive issue-fixing to proactive, automated task management.
- Architected a unified roles and permissions system, simplifying the multi-customer experience and removing the need for fragmented logins and duplicated data.

Hillebrand

Haarlem, NL

Team Lead Product Design

Jan 2018 – Nov 2021

- Pioneered a product-led culture, transforming the organisation from a tech-led model to a design-driven approach.
- Unified product and marketing by guiding a global rebrand with the marketing department for a seamless end-to-end customer experience.
- Directed the design and execution of myHillebrand, a global customer portal supported by a scalable, custom design system.

Yieldr

Amsterdam, NL

Head of Design

Feb 2016 – Dec 2017

- Scaled the design org by 4× by bringing capabilities in-house to increase velocity and elevate the internal bar for craft.

- Co-authored a comprehensive brand (book) with the CMO to marry brand identity with platform design language.
- Orchestrated the design of an enterprise-scale flight revenue platform to support rapid market adoption and growth.

User Experience Designer

Aug 2012 – Jan 2016

- Acted as a founding designer, establishing the UX foundations and the company's first design system for a complex programmatic platform.
- Collaborated across the Trinity to ensure a consistent user journey during rapid feature expansion.

Education

Bachelor in Communication and Multimedia Design, Amsterdam University of Applied Sciences