



Midas Vreeburg

Senior Product Designer & AI Product Builder

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Dutch (native), English

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Design-minded. Product-focused. Hands-on.

Senior Product Designer with 9 years of experience at the intersection of product strategy, UX/UI and technology. I combine enterprise design expertise with hands-on AI-assisted development, taking products from early concepts to working, shipped experiences.

I bring a pragmatic, collaborative approach to complex product challenges, connecting business goals, user needs and technical constraints. From stakeholder alignment and scalable design systems to prototyping, implementation and release, I focus on moving products forward.

WHAT I BRING

Product Strategy & Design

Problem framing, UX strategy, interaction design, high-fidelity UI and design systems.

Enterprise & Collaboration

Complex digital environments, stakeholder alignment, workshops and Agile and scaled Agile teams.

AI Product Development

Building products with Claude Code, Xcode and modern development tools, from architecture and implementation to testing and release.

End-to-End Product Ownership

Taking my own products from initial idea and product decisions through design, development, testing and launch.

Framer & Web

Official Framer Partner, delivering custom websites from design and implementation to launch and ongoing maintenance.

Alongside long-term client engagements, I build and ship my own digital products and run a custom Framer website practice. This combination keeps me close to both the strategic decisions behind products and the practical work required to bring them to life.

CREDENTIALS

EDUCATION



Bachelor of Science

Amsterdam University of Applied Sciences

CERTIFICATION



PSPO I

Professional Scrum Product Owner, Scrum.org

CERTIFICATE



IBM Generative AI

Coursera

PARTNER



Official Framer Partner

Framer

TOOLS



Figma



Claude



ChatGPT



Grok



Lovable



Gemini



Notion



Slack



MS Teams



MS Outlook



Atlassian



Google



Framer



WordPress



Supabase



Firecrawl



Apify



Cloudflare



Token Studio



Axure



EXPERIENCE

May '25 - Present

● Doing now

Senior Digital Product Designer @ Wygwam (NIKO)

I take full ownership of the design direction and experience strategy for a digital product platform. Working with a high level of autonomy, I design the complete user interface, from UX thinking and product management to a scalable design system with token-based theming.

April '23 - June '25

Senior UI Designer @ Ravago

I designed digital platforms with a focus on user experience and interface, working with designers, developers and marketing teams to continuously improve customers' digital experiences. I was part of a team shaping the future of the chemical industry and recycling using digital technologies.

August '22 - April '23

Senior UI Designer @ KBC Belgium

Freelance UI designer on KBC's digital products. I also did the full Bolero trading app redesign, in collaboration with one UX and one UI designer.

May '22 - July '22

Lead Designer @ ANWB Nederland

In an incubator I designed and prototyped a new product with the expert team. A complete Figma environment with a multi-layered prototype (conditional / user types) was created over six weeks, alongside multiple usability studies.

June '20 - April '22

Lead Sales & Marketing @ Holland Movers Group

Started in 2015 as a mover, then took over on- and offline communications. I did the complete redesign of Holland Movers, including website, trucks, and internal communications, and as team-leader sales helped grow revenue 117%+ in Q4.

May '18 - Feb '20

UX & UI Designer @ Converdy

Freelance UX/UI designer. I created over 200 sections for the templates and visual builder, and actively managed the support channels and partly the social media.

Aug '17 - Ongoing

Graphic Design @ 99Designs

Designed 200+ logos (including variations) for clients through contests, and won competitions for a coffee brand in France, a golf club in Washington, and more.

Aug '17 - May '18

WordPress Developer @ Yilps

Designing, coding and modifying WordPress sites at a small Amsterdam agency, from layout to function. I built over 40 websites during this period.

Sept '17 - March '18

SEO Executive @ Trend-Development

On-site and off-site competitor analysis, performance reporting with Google Analytics, and assisting the content team with SEO content.

May '16 - July '16

Visual Design Intern @ Kick Creative

Graphic communications for print and web at a creative agency serving the film industry and big tech. A kickstart in mastering the Adobe Creative Suite.

Feb '15 - Sept '16

Sales Specialist @ BCC Electronics

Sales specialist at the multimedia department of an Amsterdam electronics store, plus minor tech help with setting up devices.



Products shipped end-to-end

From product direction and design to implementation, testing and release.



Repid

2026

Workout tracking for lifters and personal trainers

30+

downloads in 48 hrs

9.78%

paid conversion rate after 7 days

~4 months

From design to iOS approval

- Product owner, designer and technical director
- Silent launch, with further marketing planned

midasvreeburg.com/work/repid



Mealy

2026

Dutch meal planning with real supermarket products and prices

500+

recipes

5,000+

real supermarket products and prices

3 months

From design to iOS approval

- Solo founder: product, design and release

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Live Memory

2026

iOS app that turns short videos into Live Photo wallpapers

- Positive feedback from beta users before App Review
- Conversion runs fully on-device
- Product owner and designer, submitted to the App Store

midasvreeburg.com/work/live-memory



PS2Mac

2026

Native macOS app with a streaming-style game library

6000+

Supported PS2 games

3 weeks

Total development

- Pivoted from iPhone to macOS after feasibility research
- One-click play behind a streaming-style library
- Signed and notarized macOS release

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Sitesaver

2025

AI-powered tool, built with Lovable

- Single-purpose tool: URL in, full site out
- Rebuilt serverless on Lovable Cloud

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