

Marco Troost

<https://www.marcotroost.com>

Experience

UX Lead, DELTA Fiber Nederland

Schiedam • 2014 - present

- Leading and mentoring the UX team while designing core product experiences and setup the web architecture.
- Making complex tasks insightful for managing services over the fiber optic network.
- Adopted atomic design and realised implementation of design system.

Portal designer, DELTA Comfort B.V.

Middelburg • 2004 - 2014

- Improving online sales of DELTA multimedia products and improving ZeelandNet.nl.
- Monetizing the online community.

Recent projects

Ordering process

- Simplifying complex interactions like input of IBAN accountnumbers resulting in a lower bounce rate.
- Led the re-design & implementation of all steps in the process, improving the conversion rate from 3.2% to 4.9%.
- Improved the perception of loading speed by converting the order flow into an SPA.

Digital strategy

- Advocated a new digital strategy focused on real-life advantages of fiber internet, resulting in an uptake of customer approval over 7%.
- Implemented a new homepage for B2B, leading prospects to the correct customer journey which led to a 78% improvement of clickthrough rate.

Design system

- Created a solid design system to guarantee a cohesive user experience across multiple digital channels.
- Utilized atomic design helped speed up the design process and communication with development partners.
- Implemented Storybook for testing and developing components.

Skills

Figma • Miro • Adobe XD • Storybook • Prototyping • TailwindCSS • HTML5 • Vuejs • Nuxtjs • Typescript • ES Lint • Sass • Laravel • Agile • Stakeholder management • Product discovery

Education

NN group

- UX deliverables - 2024
- Usability in Practice - 2004

Grafisch lyceum

- Learning the fundamentals for design for print - 1997