



CHRISTINE WELSH-TIGGELOVEN

VP EXPERIENCE

www.chrissywelsh.com

A highly skilled UX Professional with 12+ years in leading cross-functional teams to design, build and deliver exceptional digital experiences.

I take some pride in being an award-winning strategic thinker & problem-solver, with a deep understanding of user-centered design, creating & innovating, user research, & AI design thinking methodologies. I believe UX leaders should bring strong communication & collaboration skills, along with a proven track record of building & managing successful teams that deliver measurable results.

Skills

- Human Centered Design
- Leadership & Mentoring
- Prototyping (Figma/Sketch)
- Design Thinking
- AI UX Workflows
- User (& UX) Research
- Data Driven Metrics
- Strategic Work
- Design Systems
- Claude Code (AI Building)
- Communication Skills & Stakeholder Management
- Psychological Safety
- Product Innovation
- Organisational Design

Employment History

VP Experience at KPN

Customer Digital Innovation
Amsterdam

June 2025— Present

- Lead a 30+ multidisciplinary design organisation across UX, service design, research and product supporting digital propositions used by millions of KPN customers.
- Scaled design capability across Mijn KPN, TV platforms and AI initiatives, embedding our new "Lovable" design principles and improving customer satisfaction and product adoption. On CSAT and MAU metrics.
- Partner with executive leadership and product clusters to shape KPN's Digital Life Companion strategy, influencing multi year digital roadmap and experience investment priorities. Lowering call volume by 14%.
- Introduced AI enabled design practices, experimentation and tooling to accelerate research, prototyping and delivery speed across multiple product teams and innovation initiatives. Reducing -3FTE from external suppliers.
- Member of the Customer Digital Innovation leadership team for KPN's Consumer Market, contributing to strategic decisions on digital products, AI initiatives and ecosystem partnerships.
- Represented KPN as the spokesperson for Experience in events inside and outside the organisation.

UX Director at ING

Wholesale Banking
Advanced Analytics
Amsterdam

August 2023 — June 2025

- Led research, design and implementation of AI enabled KYC processes for Wholesale Banking, targeting 400% reduction in compliance handling time.
- Managed a multidisciplinary design team within ING's Advanced Analytics organisation, embedding human centered design practices across data science, product and engineering teams.
- Member of the Advanced Analytics management team, (MT) contributing to strategic decisions on AI adoption, operational efficiency and digital transformation initiatives.
- Translated complex regulatory and compliance requirements into scalable digital workflows improving analyst productivity, accuracy and auditability across high-risk financial processes.

UX Director at Deloitte

Customer Strategy & Applied Design Department
Amsterdam

September 2021 — August 2023

- Led experience design engagements for global clients including IKEA, ING, Rabbo Bank, Santander, Marjorel and PVH, translating customer insight into real digital solutions or service strategies.
- Developed and executed design strategies that aligned with client's business objectives and delivered measurable results in KPI's.
- Managed multidisciplinary teams, project budgets and timelines while contributing to new business development through pitches and client proposals. Met 1M sales revenue target every year.

Global Experience Director at Philips

Global Design Team
Amsterdam

July 2016 — September 2021

- Led experience teams & strategy across Philips Precision Diagnosis portfolio, improving usability and design quality across 112 healthcare products including MRI, CT, Ultrasound and digital health applications.
- Created and drove adoption of the "IF" award winning Philips Design Language System (dDLS), aligning design and engineering teams globally to deliver consistent user experiences across product platforms

Additional work history available on LinkedIn: www.linkedin.com/in/chrissywelsh/

Boards

Advisory Board

University of Amsterdam UVA

April 2023 — Present

I advise the Economics and Business faculty on new program opportunities, connect them to business representatives for guest speaking roles, and advise on new business challenges & risks to incorporate into their education programs.

Education

Executive MBA

Business Administration
Management & Operations

University of Amsterdam UVA

Specialty focus: **Corporate Transformation** – Mark 8.5 (A) *Distinction*

Competitive & Corporate Strategy, Ethics & Sustainability, Business Negotiations, Strategic Performance Management, Change Management, International Business, Business Analytics, Valuation, Corporate Finance, Purpose Driven Strategy, Executive Process, Conscious Marketing, Digital Business

BA Hons

Applied Graphics with
Multimedia Technology
Glasgow Caledonian University

I achieved my degree **Mark: 2:1** *Distinction*

Main subjects: design studies project, multimedia development technology with interface design, business studies, graphic design, webpage development, animation, desktop publishing &; 3D modeling.

Courses

Nielson Norman Group
Kennesaw State University
IBM
Skill Up
IBM
University of Illinois
North Western University
University of Michigan

Certified UX (Speciality in UX Management) [LINK](#) Certification ID :1059569
Six Sigma Yellowbelt - [Credential](#)
Generative AI for Product Owners - [Credential](#)
Generative AI for UI UX Design Specialization- [Credential](#)
Generative AI for Executives and Business Leaders - [Credential](#)
Designing the Organisation- [Credential](#)
High Performance Teams Leadership, Teams & Negotiation - [Credential](#)
High stakes Leadership: Leading in times of Crisis - [Credential](#)

Languages

English (Native)
Dutch (B1)

Awards

IF Award – Patient Dashboard (2020)
IF Award – Modules (2020)

TV Appearance

JUROR: TV Show: [America By Design](#)
[Season 2 OCTOBER 2021](#)

Lecturing

Designlab

Created my own **AI UX** course to help designers work with AI.

Lectures are online on Mon evenings.

[COURSE LINK](#)

Conference Speaking Events - 2026

UX Rotterdam – 2026 - Key Note
[Designing for the Age of Asking: How AI is Rewriting the Rules of Experience](#)
EB Next – 2026 - Panel
[Business benefits of gender diversity on leadership teams](#)

Additional speaking history available on LinkedIn: [LinkedIn Posts](#)