


Martijn Hinfelaar

Design Director | Service Design & Product Strategy

I'm a Design Director with over 20 years of experience shaping digital products and services in complex environments. I help organisations move from abstract ideas to clear direction, aligning business ambition, user needs, and technology into strong services and products.

My work sits between service design and product strategy. I make propositions tangible, define direction, and turn ambition into structures teams can build and scale. I've led design in both agency and in-house environments, growing teams and strengthening design's contribution to business outcomes.

I'm comfortable working at senior stakeholder level while staying close enough to the work to ensure quality, coherence, and practical execution.

 /mhinfelaar

Portfolio: www.wearesolving.com

Head of Design (interim)

Last Mile Solutions (via Solving) | Mar. 2025 - Feb 2026

Last Mile Solutions is a European SaaS company in the e-mobility and EV-charging space.

- Defined strategic direction for the platform based on user insight and business priorities
- Led service and product design through platform transformation
- Built and scaled the design team from 1 to 6, establishing structure and standards

Design Director

Solving | Okt 2024 - Present

Solving is my freelance design practice, where I combine design strategy with hands-on product design and strategy

- Lead service and product design for organisations in complex contexts
- Turn strategy and insight into clear product direction
- Combine hands-on design with facilitation and alignment

Design Director & Product Strategist

WeAreBrain Agency, Amsterdam + Kyiv | Jan. 2021 - Sept. 2024

WeAreBrain is a digital agency working with complex digital products and platforms.

- Led design and strategy for complex platforms and websites
- Led and grew a multinational design team in a growing agency environment
- Contributed to sales trajectories, strategic client discussions, and early product concepts

Design Director

E.ON / The Garage | Jan. 2019 - Dec. 2020

The Garage is the in-house design and innovation agency of E.ON, a multinational energy company.

- Led service design and innovation initiatives in energy transition
- Member of the leadership team defining strategy and direction
- Connected business goals, technology, and user needs into scalable product concepts

Creative Lead

Jungle Minds | Jul. 2012 - Dec. 2018

Jungle Minds is a digital agency focused on design and innovation.

- Designed digital products for B2C and B2B markets
- Built and led multidisciplinary teams
- Contributed to agency direction as part of the management team

Earlier Experience





Product Designer / Digital Designer

Freelance & agency roles | 1999 - 2012

What I do

- Lead service and product design from early concepts to execution
- Shape strategic direction in complex design and business contexts
- Turn strategy and insight into tangible concepts and services
- Facilitate workshops and create alignment across teams and stakeholders
- Contribute to pitches, client strategy, and agency direction
- Mentor designers and safeguard quality and craft

Languages

- Dutch 
- English 
- Swedish 
- Portuguese 

Education

- **Product Design (Bachelor)**
HKU - 1999
- **Design Management (Course)**
INHOLLAND - 2002
- **Design Leadership (Course)**
Cooper New York - 2017

Hobbies

- **Ceramics**
- **Playing Guitar**
- **Drawing Comics**
- **Arduino (physical computing)**

Contact

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