

mark tunzi

SENIOR DESIGNER &
DESIGN LEAD

General

Mark Tunzi
2 October 1986
Dutch nationality

Adres

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The Netherlands

Contact

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*Senior Designer & Design lead with 13+ years
experience with a healthy obsession for
motion design, typography and branding.*

Education

Hogeschool Rotterdam

CMD — HBO
September 2009 — June 2013

Zadkine

ICT management — MBO 4
September 2007 — June 2009

Grafisch Lyceum

ICT management — MBO 2 & 3
Augustus 2003 — July 2007

Languages

Dutch (Native)
English (Fluent)

Skills

Figma / Studio Tokens
Grid systems / Responsive Typography
After Effects / Protopie
Sketch / Photoshop / Illustrator
Cinema 4D / Redshift

Honours & Awwards¹⁰

The Diamond Sabre Award - Brand-Building (odido)

Communicator Award - Philips Voyager

Webby Award - Culture & Events (annefrank.org)

Webby Award - Cultural Institutions (annefrank.org)

Webby Award - Cultural Institutions People's Voice (annefrank.org)

The Lovie Awards - Cultural institutions People's Voice (annefrank.org)

The Lovie Awards - Cultural institutions (annefrank.org)

Dutch Interactive Award - Gold (annefrank.org)

Awwards - Honorable Mention (annefrank.org)

The Lovie Awards - Cultural institutions (Oorlogsbronnen)

The Lovie Awards - Honoree (Kinderdijk App)

Experience

Januari 2026 — Current

Heineken — Senior Designer (Via Code D'Azur)

Partnering with the internal team to work on the Heineken B2B digital platform.

August 2023 — Januari 2026

Air France-KLM — Design Lead & Senior Product Designer

- **Design system lead (AFKL digital products)**

Leading the design system team for web, app, and kiosk. Owning foundations and core components and leading the implementation of a multi-brand design token setup for both KLM and Air France.

- **Creative direction, KLM digital experience design language**

Defining and steering a new digital branded experience design language for KLM and applying it across various touchpoint, ranging from every campaign, billboard to email to the website and mobile apps.

October 2025 — December 2025 (2 months)

Heineken — Senior Designer Design systems (Via Code D'Azur)

Brought in to audit and improve the Heineken B2B design system, partnering with the internal team to implement improvements to documentation, foundations, components and patterns.

Februari 2023 — August 2023 (7 months)

T-Mobile / Odido — Design Lead & Senior Product Designer (Via Code D'Azur)

I had the privilege of collaborating on the creation of a cross-platform, component-based design system for the rebranding of T-Mobile to Odido. Collaborating closely with both internal teams and the client, leveraging (Figma) design tokens and designing a solid foundation.

August 2021 — Februari 2023 (1 year 7 months)

adidas — Design Lead & Senior Product Designer (UI/UX) (via User Intelligence)

In my role as Design Lead and Senior Product Designer at adidas, I worked on various projects for the global adidas e-commerce experience for both web and app. Projects ranged from product finders, shop-the-look, and collaborator-themed pages, to optimizing product detail and landing pages, as well as personalized navigation, resulting in higher conversion and an improved user experience. Working closely with product teams, CRO specialists, and development, I played a key role in creating and updating foundational elements that underpinned the digital ecosystem.

October 2020 — August 2021 (9 months)

Philips — Senior Digital Designer (UI/UX) (via Code D'Azur)

Designing a new design language system and e-commerce platform for the new Philips.com. An extensive redesign of the digital experience for the iconic Philips brand. The redesign included a new design language system on a foundational level, converting it into consistent, mobile-first designs.

June 2020 — October 2020 (4 months)

adidas — Senior Digital Designer (UI/UX) (via User Intelligence)

As part of the Browse & Decide team, I worked on various optimizations for adidas.com. Designing new features and setting up A/B tests for product detail and product landing pages

October 2019 — June 2020 (8 months)

Liberty Global — Digital Designer (UI/UX) (via HikeOne)

As a member of the Horizon 4 team, I worked on the interface of the Horizon TV platform, known in the Netherlands as the Mediabox Next from Ziggo. I designed new features for its further development, maintained the design library, built prototypes with motion design, and created several assets such as illustrations and icons.

June 2018 — June 2019 (1 year)

Port of Rotterdam — Digital Designer (UI/UX) (via IN10)

At the Port of Rotterdam, I worked on a comprehensive and flexible design system used in most of the port's applications. Based on atomic design principles, the design system provided an extensive foundation, ranging from a custom-designed font optimized for readability (created with LettersFromSweden) and a UI icon set, to a complete responsive component library.

October 2017 — October 2019 (2 years)

IN10 — Digital Designer (UI/UX)

As a digital designer at IN10, I worked on digital branding, app UI design, websites, and applications, as well as building a motion design system for video. I collaborated with clients such as The Anne Frank House, MKB Brandstof, World Port Days, Delft City Marketing, Museum Boijmans van Beuningen, Port of Rotterdam, NOC*NSF, and Gemeente Rotterdam.

September 2014 — August 2017 (3 years)

Hoppinger — Digital Designer (UI/UX)

As a digital designer at Hoppinger, I designed applications, websites, and everything in between for a variety of clients, including FrieslandCampina, Erasmus EFR & Star, CarePlus, SP, Dordrechts Museum, Het Nieuwe Instituut, and RijkZwaan. Working at an agency meant collaborating in small teams with strategists, developers, and clients.

Januari 2013 — June 2013 (6 months)

Fabrique — Graduation intern

I had the honour to do my graduation at Fabrique. I did research on persuasion design for clothing retailer MenAtWork and their new e-commerce platform. Giving an answer to the question; How to translate the MenAtWork retail brand to a digital tailor made brand experience?

Januari 2012 — June 2013 (6 months)

RTL Nederland — Freelance Designer

After my internship at RTL Nederland I worked on a freelance basis, designing TV show websites. In addition I created a large part of the artwork for RTL's on-demand platform RTL XL.

September 2011 — Januari 2012 (5 months)

RTL Nederland — Online producer & interactive design stagiair

During my internship at RTL I worked as online producer for shows like So You Think You Can Dance, Hollands Next Topmodel and RTL Boulevard. I also worked as a interactive design intern working on creating artwork for RTL XL.

September 2009 — March 2012 (2 years, 7 months)

Craftsman Marine — Brandmanager / Designer

As brandmanager at Craftsman Marine I was responsible for the visual identity and all on- and offline material. With a small team we produced all the design work in house, like; the website, packaging, the manuals, brochures and product photography.

September 2008 — August 2009 (1 year)

Adecco / DNC — Technical Support specialist.

August 2007 — October 2012 (5 years)

Total Imaging — Creative Director & Sound designer

2003 — 2007 (4 years)

DCK — Technical Support Specialist

Courses

Microsoft MCSA

Microsoft Certified Systems Administrator
2009

Cisco CCNA

Cisco Certified Network Associate
2009

ITIL Foundation

IT Service Management
2009