

Inti Valderas Caro

User Experience Design Engineer

inti@valderas.be / Sint-Niklaas, Belgium / [linkedin.com/in/inti-valderas-caro](https://www.linkedin.com/in/inti-valderas-caro) / valderas.be



I design and build the software that companies put in front of their users. Close to three years on Kate, the digital assistant inside KBC Mobile, a year on the VRT MAX player, and onboarding for SaaS products before that. I prototype with real code and AI tooling, so ideas reach developers as working artefacts, and I ship small products end to end.

Experience

Dec 2022 to Mar 2025,
Mar 2026 to present

UX and Conversation Designer, Kate

KBC, via iO, then freelance

Situation	Kate is the digital assistant inside KBC Mobile, answering around 21,500 questions a day.
Task	Own the conversations on business topics and third-party services (parking, mobility, partner features): flows, microcopy, the knowledge base, and how they perform.
Actions	- Designed intents, flows, error handling and escalation to human agents, for ideal paths as well as edge cases. - Part of the core team that brought the first LLM experiments into Kate, which until then was fully rule-based. Designed how generated and scripted answers work together, including a distinct bubble that discloses AI-generated replies and their sources. - Designed proactive conversations at the right moment in the customer journey, and the in-app flows Kate hands over to, such as the ATM finder. - Wrote clear, empathetic Dutch microcopy within Kate's tone of voice, and curated the knowledge base behind its answers. - Set up business dashboards to track conversation performance and breakdowns, and facilitated workshops to align Product, business, legal, engineering and UI on scope. - Part of the core team that moved KBC's design org to Figma, setting up shared workflows and design-system foundations.
Results	186 conversations, 42 proactive conversations and 109 knowledge base improvements delivered. - Contributed to KBC Mobile being named best banking app in the world (Sia Partners, 2024) and Kate best digital assistant in Belgium (Campfire AI, 2023 and 2025).
Tools	Figma, KBC conversational AI platform, business dashboards, Scrum

Mar 2025 to Mar 2026

UX Designer, VRT MAX

VRT, via iO

Situation	VRT MAX is the streaming platform of the Flemish public broadcaster, built for a broad public audience.
Task	Improve the playback experience, and make accessibility features testable with real users.
Actions	- Redesigned the video player around chapters and highlights, with timeline markers and a jump to the next highlight. - Built the interactive prototype of the player redesign, AI-assisted, so development got a working reference instead of static screens. - Designed a sharing experience that makes any title social-ready with a generated poster. - Set up a research framework for user testing of accessibility features.
Result	The player redesign rolled out during the World Cup, letting viewers catch up on a two-and-a-half-hour match in a few minutes.
Tools	Figma, AI-assisted prototyping (Claude Code), HTML, CSS, JavaScript

Jul 2016 to present	Design Engineer, owner Valderas, own practice
Situation	My own design-and-build practice. Main client is Nitra, an engineering consultancy, next to other SMEs.
Task	Own Nitra's platform end to end: the Zoho One CRM, training management, data quality, pipelines, automation and GDPR compliance.
Actions	- Chose the platform, designed the data model and built enrichment pipelines on public data sources, rolled out in phases instead of a big bang. - Rebuilt Nitra Academy from the inside in 2026, AI-assisted: one certificate model instead of four, self-service for client companies, public certificate verification, and a design system. Phased, while it stayed in daily use. - Design and build projects for LUCA School of Arts and Hawaiian.
Result	One coherent, GDPR-compliant platform, run end to end by a single designer-engineer.
Tools	Zoho One, Next.js, PostgreSQL, Python, Git, Figma, PostHog

Aug 2020 to Nov 2022	UX Designer and Researcher Smooth Sailing
Situation	Agency work for Payflip, Flexmail and Kaleidos, the decision-making platform of the Flemish government.
Task	Make existing products easier for new users without disrupting long-time users.
Actions	- Payflip: mapped the real onboarding process and turned it into a guided self-serve flow, testing each round with active customers. Set up a base design system in Figma. - Flexmail: redesigned contact management as the core of a simpler onboarding, tested with five existing and prospective customers. - Kaleidos: ran user interviews to map how the platform was actually used, diagnosed why adoption lagged, and shipped a few focused changes.
Results	- Payflip onboarding went from 12 to 15 hours of supported work to about 2. - Flexmail onboarding went from weeks to days.
Tools	Figma, Miro, Hotjar, Google Analytics

Skills and tools

Design	Conversation design, UX writing and microcopy (Dutch, English), interaction design, design systems, accessibility (WCAG)
Research	User interviews, usability testing, accessibility testing, workshop facilitation
Build	AI-assisted prototyping, HTML, CSS, JavaScript, Next.js, PostgreSQL, Python, LLM prompting
Tools	Figma, Claude Code, Zoho One, PostHog, Hotjar, Google Analytics, Miro, Notion, Git
Ways of working	Design Thinking, Double Diamond, Scrum, Kanban, MVP scoping, phased rollout

Education	Recognition	Languages
Master in Interaction Design LUCA School of Arts, Brussels, 2019 to 2021	World's best banking app (KBC Mobile, with Kate), Sia Partners, 2024	Dutch native
Bachelor in Communication and Multimedia Design, Interaction Design LUCA School of Arts, Brussels, 2016 to 2019	Best digital assistant in Belgium , out of 65 (Kate, KBC), Campfire AI, 2023 and 2025	English fluent
Design Systems Certificate Memorisely, 2023	Highest rating for design and accessibility (Kate, KBC), Campfire AI, 2024	French basic
	Speaker at UX Beers: from rule-based to LLM-powered conversations	Also
		Board member and treasurer, Open Knowledge Belgium vzw