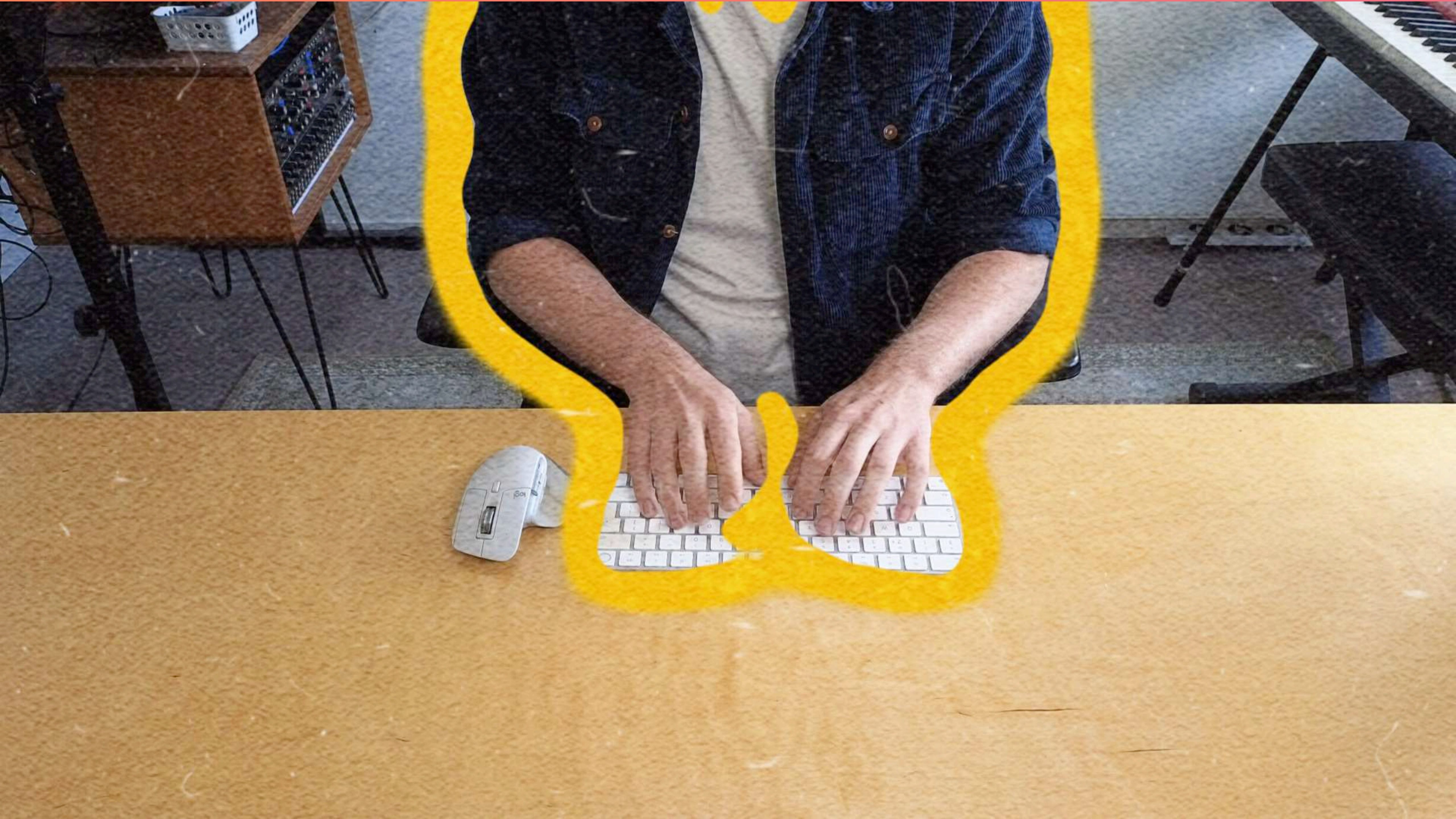






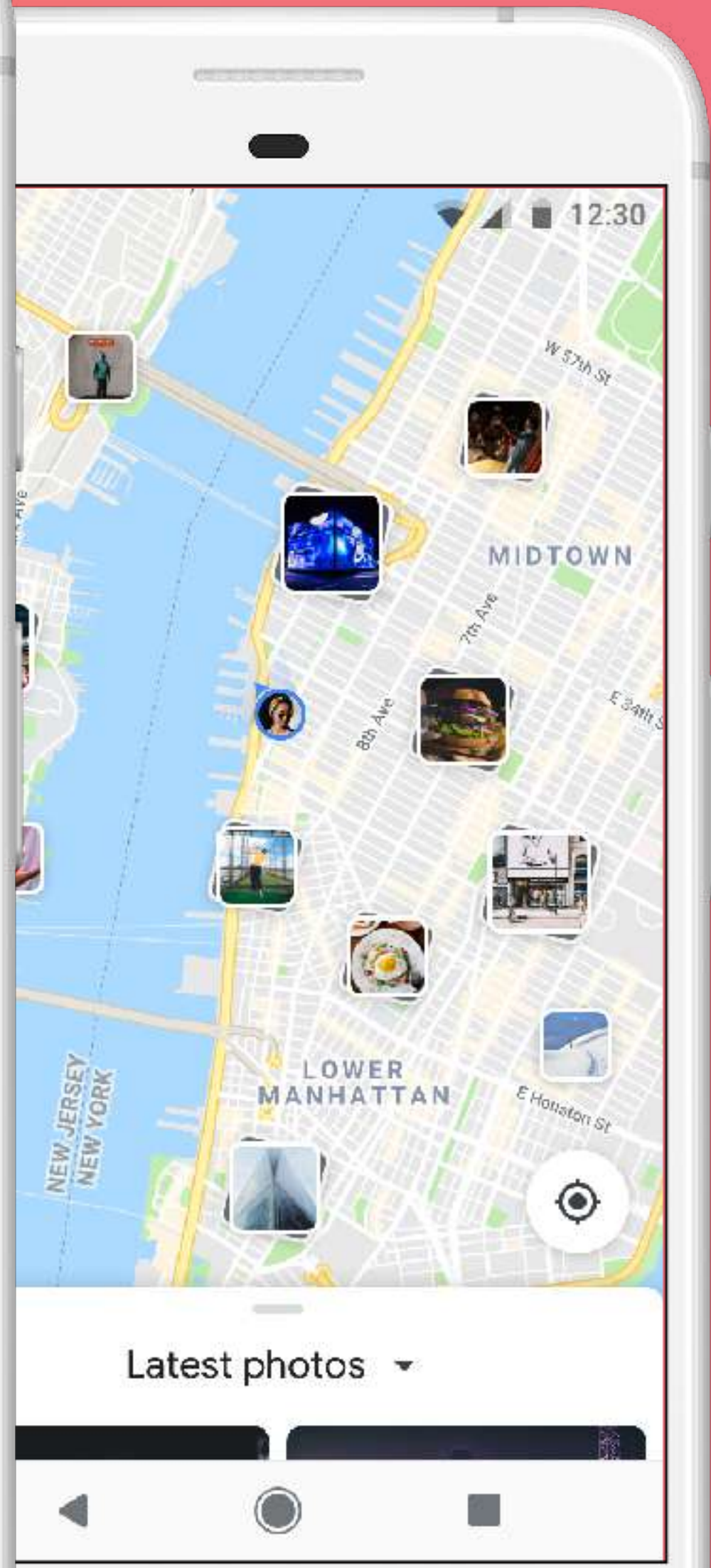
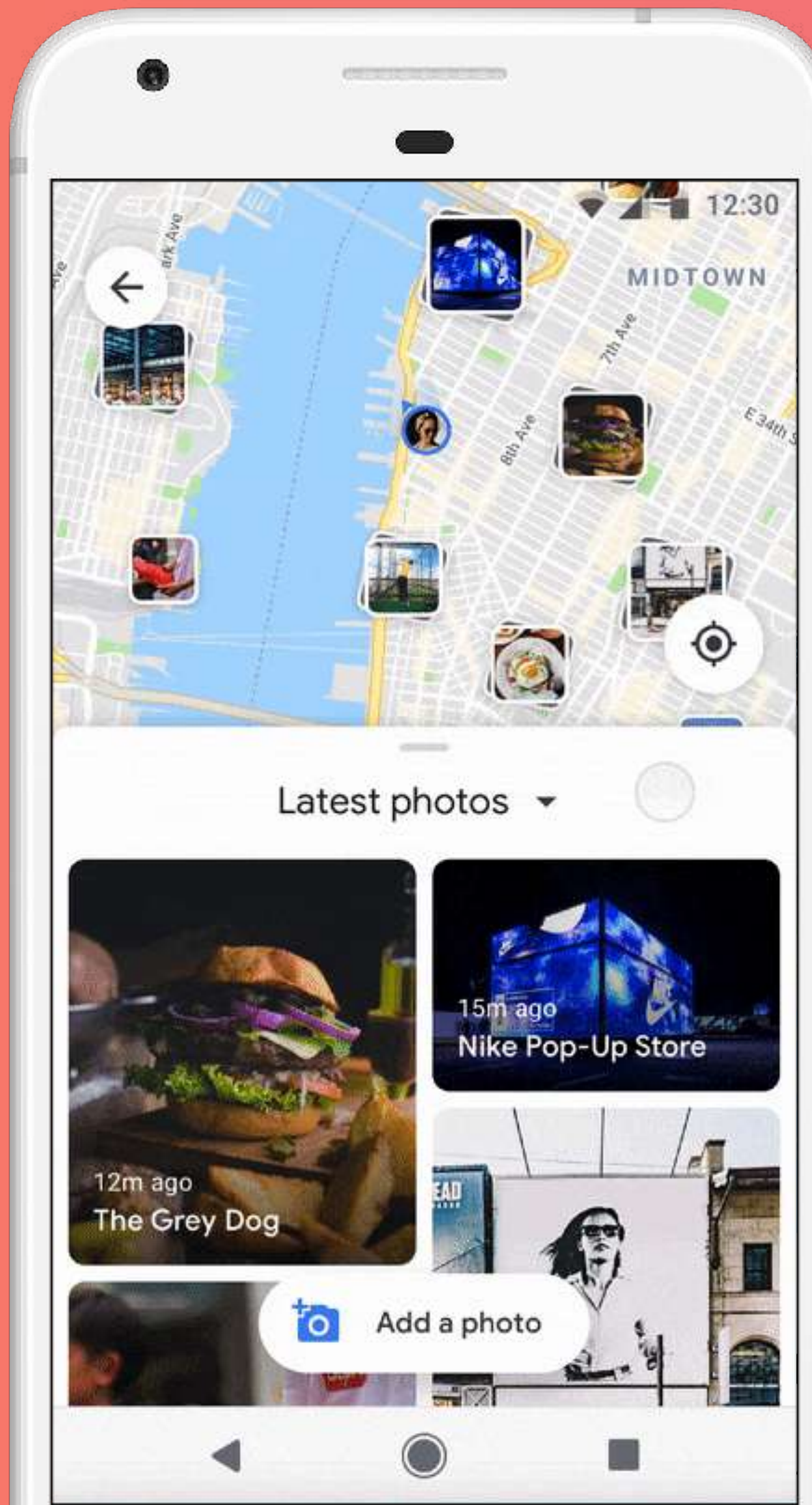
Hi, I'm Stijn!



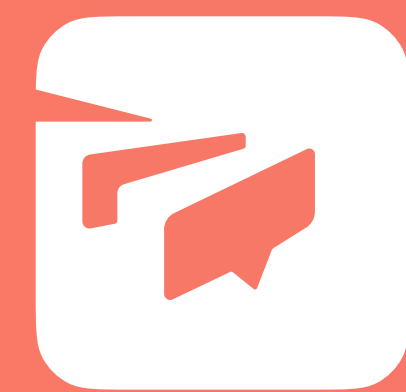


Google Maps

# Visual Explore



doist



**twist**

Search

Inbox

Saved

Messages

Channels

# Android

# Backend

# Blog

# Brand

# Finance

# Health

# iOS

# Marketing

# PeopleOps

# Product Launch

# Releases

# Security

# Support

# Team Lounge

# Web

# Twist launch campaign planning

64 participants · #Product Launch



Stijn 1d

Hey all! 🙌

As we all know, Twist is currently being redesigned, retooled, and rev preparation for a big relaunch. And we're soon to **+launch our close** Many teams are working together to craft this campaign and we're ex immense benefits of async work with the world. This will be our centr progress updates on the campaign.

## 🎯 Plan

The campaign will run over the course of 3+ months: A big bang on la we'll follow that up with more content, campaigns, ads, social, and m momentum.

In terms of progress, we're currently working through the Twist rebra completely rebuild a new website, as well as define the new design a for the entire campaign. From there, we'll build out the rest of the car a deeper dive into our progress, check out out the campaign brief an list of campaign elements.

Thanks so much, everyone! 😊

🚀 45 ❤️ 43 🙌 27 ✅ 11 🔥 1 😊



Luis 5h

## Inbox

8:20



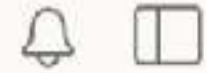
You've hit inbox Zero!  
Time to create or take a break.





todoist

Denise ▾



View

+ Add task

Search

Inbox

21 Today

Upcoming

Filters & Labels

My Projects

# Fitness

# Groceries

# Appointments

Team

# New Brand

# Website Update

# Product Roadmap

# Meeting Agenda

# Today

## My Projects

Do 30 minutes of yoga 🧘

🕒 7:30 AM 🔔

Dentist appointment

📅 10:00 AM 🔔

Buy bread 🍞

+ Add task

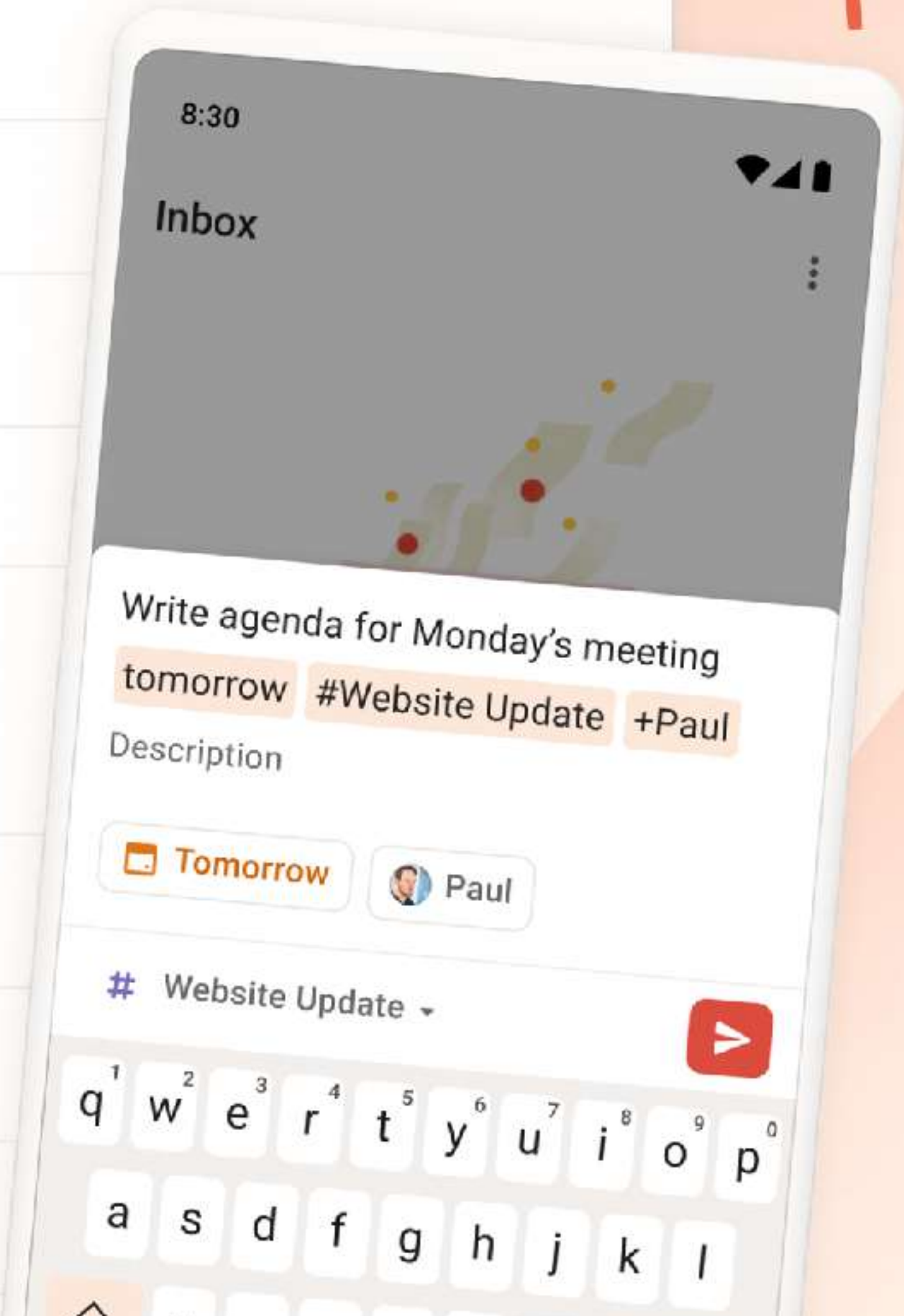
## Team

Plan user research sessions

📅 2:00 PM 📅 Calendar

Provide feedback on Amy's design

All-hands meeting



- Inbox
- Today
- Upcoming
- Views

Favorites

- Deep work
- Florida vacation**
- Due today

My Projects

- Work
- Family
  - Mom
  - Dad
  - Sister
- Surprise party
- Deep work

Doist

- Product design
- Holidays
- Brand agency
- Product strategy

## Florida vacation

Planning for our family vacation in January 2024 to Florida.

- Book car rental   
Book car at alamo



Cheap Car Rental i...  
alamo.com

- Luggage

+ Add task

### Final check 7


- Flight tickets   
📞 1/2 🔧 Editing

- Passports   
Check expiry dates

- Vaccine certificates

- Cats   
🟢 Review 🔴 Work



- Sunglasses   
+ 🔍 🔔 📺 👤

+ Add task



10:14

96



# STNO

123 monthly listeners



Following



You liked

6 songs • 1 release • STNO

## Popular

- 1  ... Things Will Get Better 1,241  
- 2  Not A Song (That The Radio... 1,439  
- 3  Home Back Soon 3,215  



Things Will Get Better  
STNO



Home



Search



Your Library



10:14 96



# STNO

125 monthly listeners



Following



You liked

6 songs · 1 release · STNO

## Popular

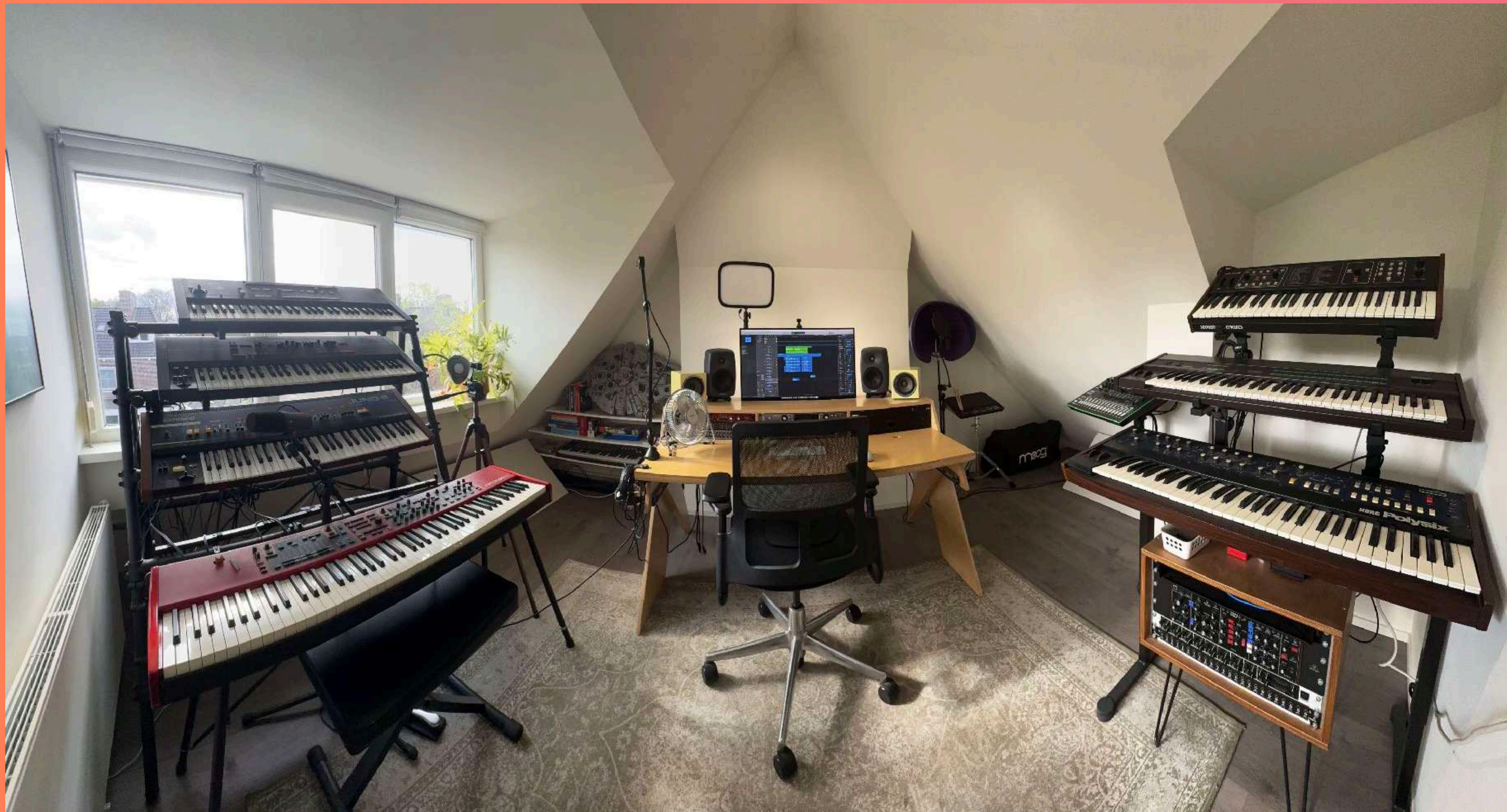
- 1 ... Things Will Get Better 1,241
- 2 Not A Song (That The Radio... 1,439
- 3 Home Back Soon 3,215

Things Will Get Better  
STNO

Home

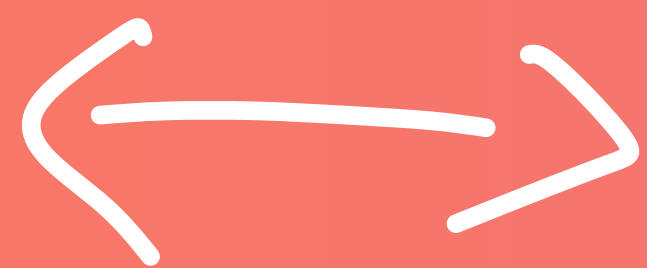
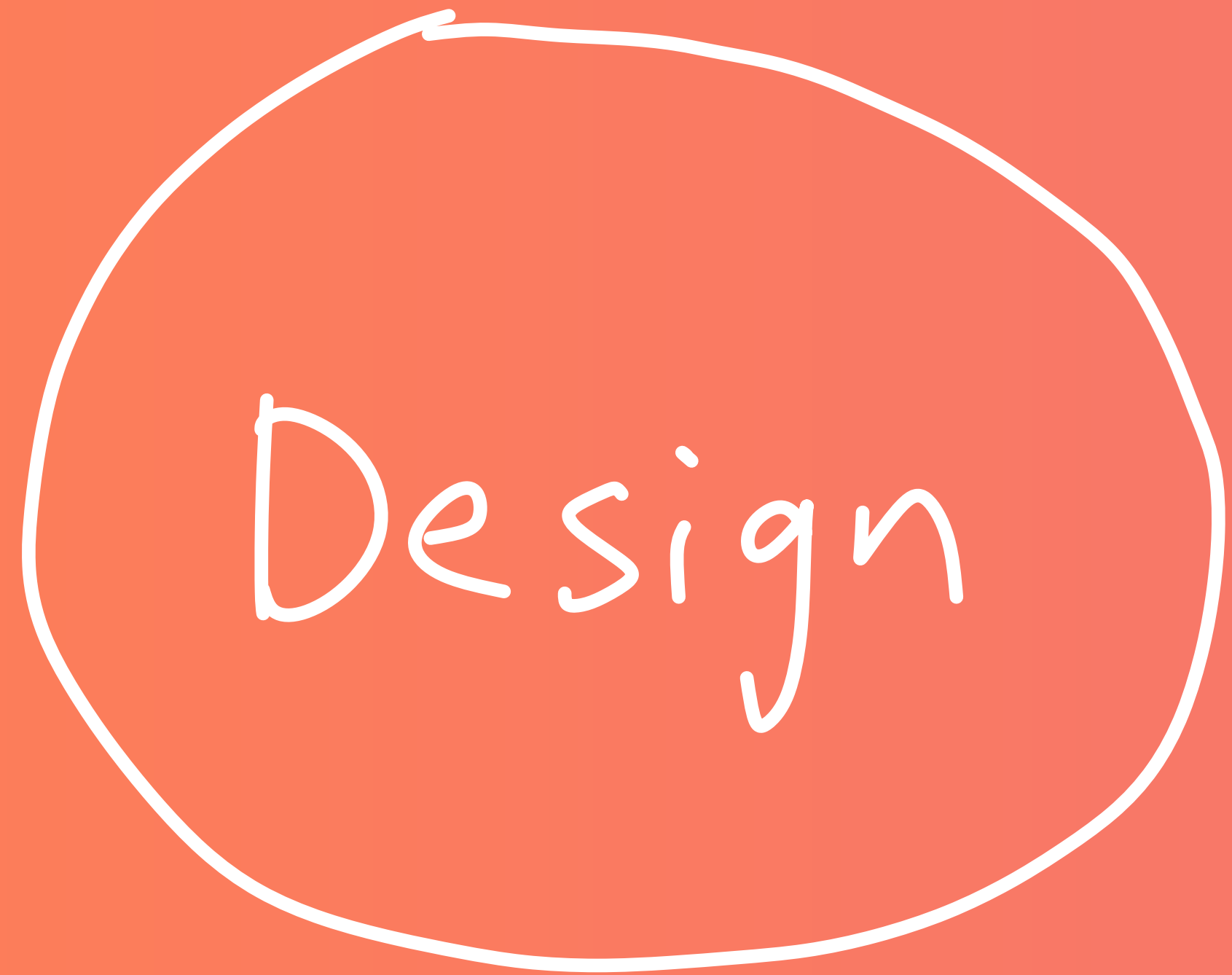
Search

Your Library

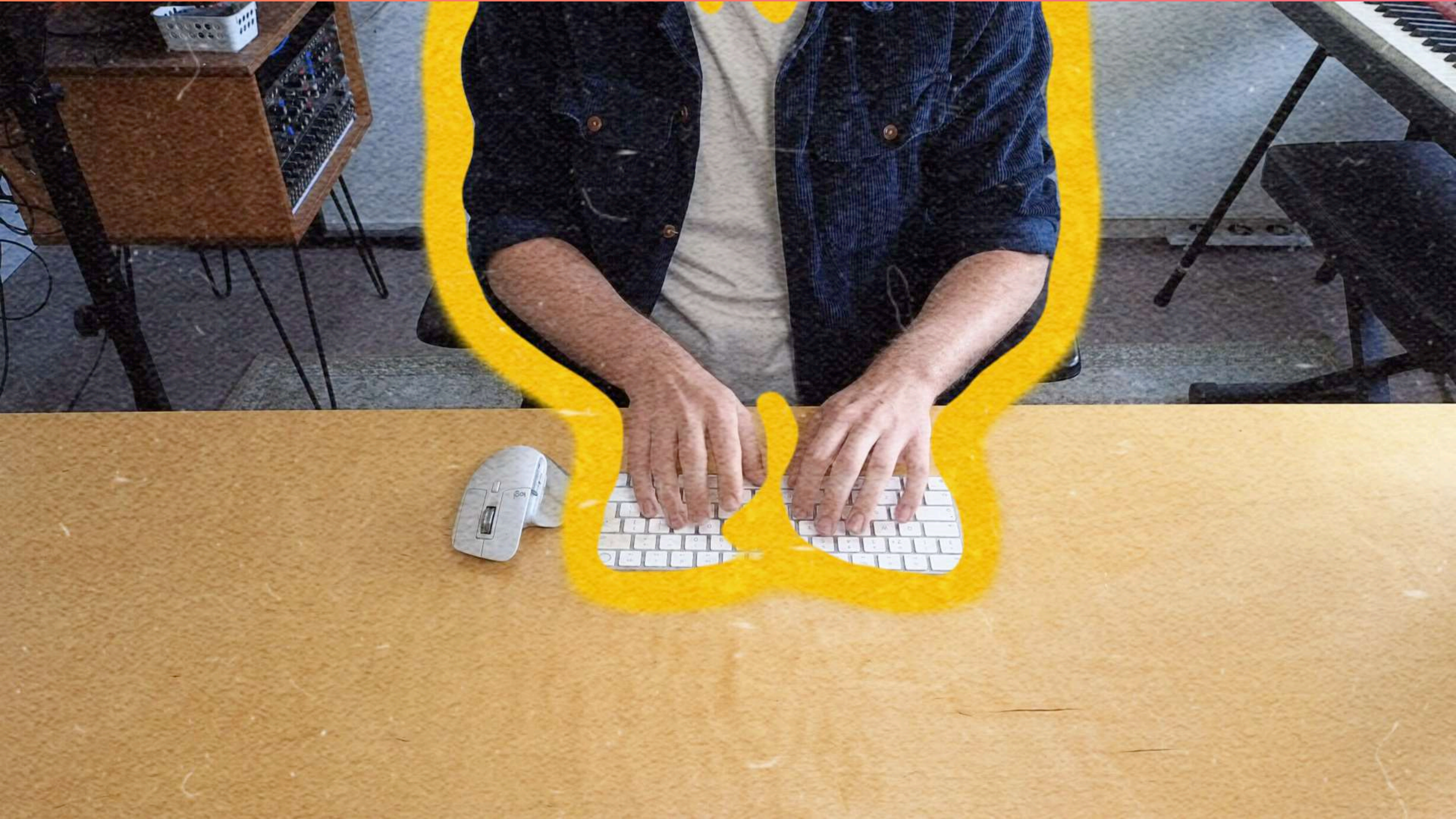




Bon Iver – For Emma, Forever Ago (2007)
















Michael Jackson – Thriller (1982)








 Due today


 Due today


 Due today


 Due today


 Due today


 Due today


 Due today

 Due today

 Due today

 Due today

 Due today

 Due today



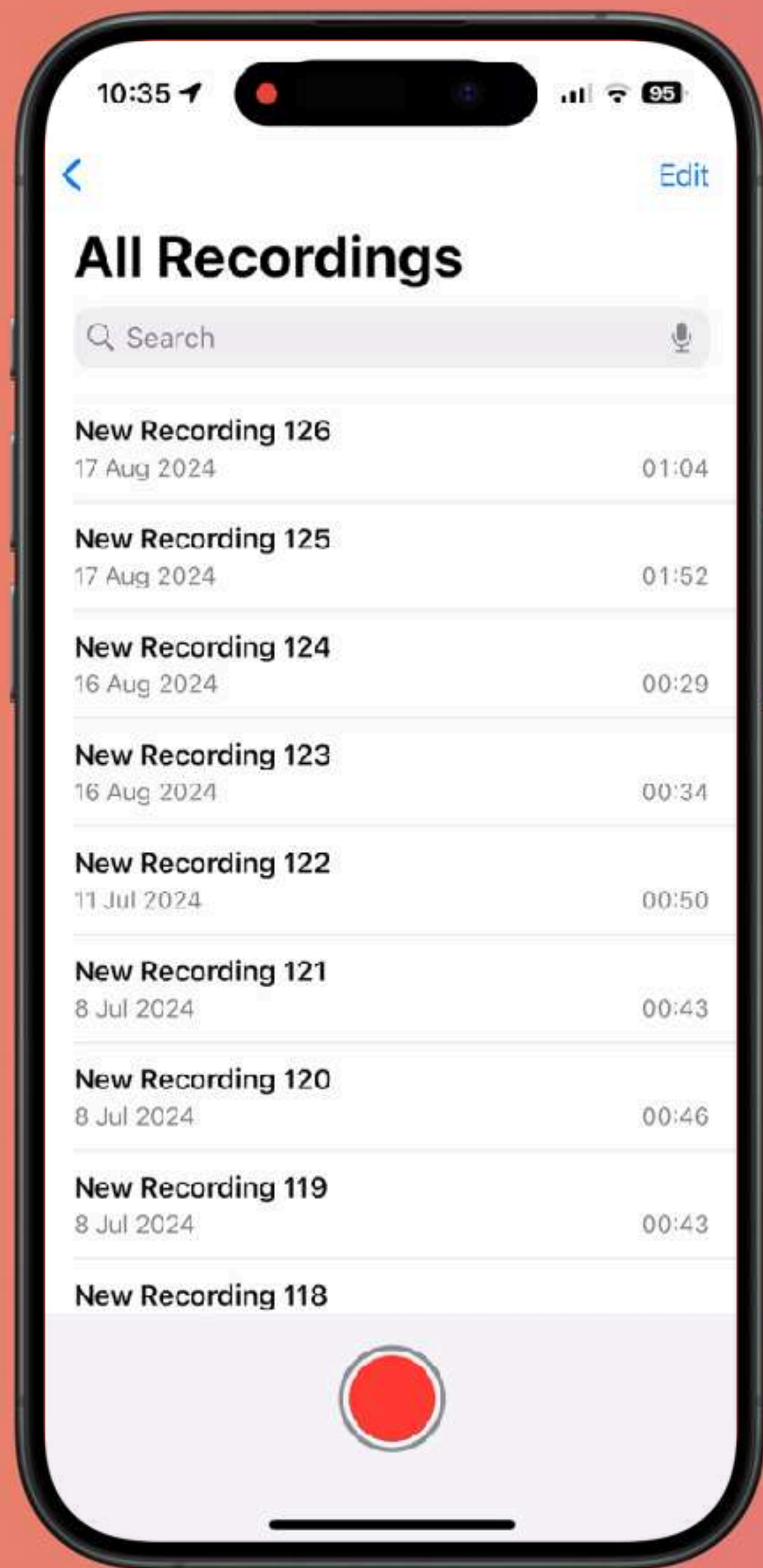


consistency is key

consistency is key\*

but don't beat yourself up







Share

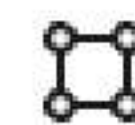
Design

Prototype

25%



Image



Position



X 2276

Y -676

0°





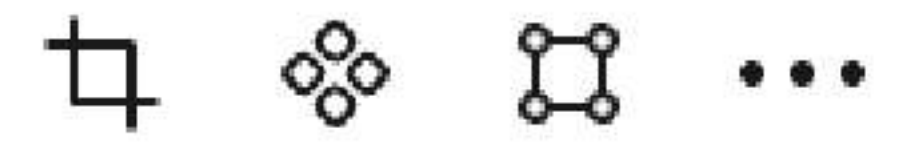
Share

Design

Prototype

25% ▾

Image



Position



X 2276

Y -676

0°





You are not  
your work.





creative hat



analytical hat

Thu **3**

Fri 4

All day

09:00

**What did I actually do yesterday?**  
09:00-12:00

10:00

11:00

12:00

13:00

**Design explorations**  
13:00-17:00

14:00



Tim ▾

- Inbox
- Today
- Upcoming
- Views

Favorites

- Work
- Due today
- Deep work

My Projects

- Work
- Family
  - Mom
  - Dad
  - Sister
- Surprise party 🔒
- Florida vacation

Doist

- Product design
- Brand agency
- Product roadmap

+ 🔍 🔔 📄

My Projects | Holidays

## Florida vacation

14 View ...

To do 4

- Create thumbnail
- Publish to Youtube   
🔗 1/2 🗂️ 🗨️ 1 ↻ Editing
- Final cut   
🔗 1/4 📅 22 Jan 🗂️ 🗨️ 2 ↻ Editing  
↻ Review # Project / Section
- Create thumbnail

In progress 1

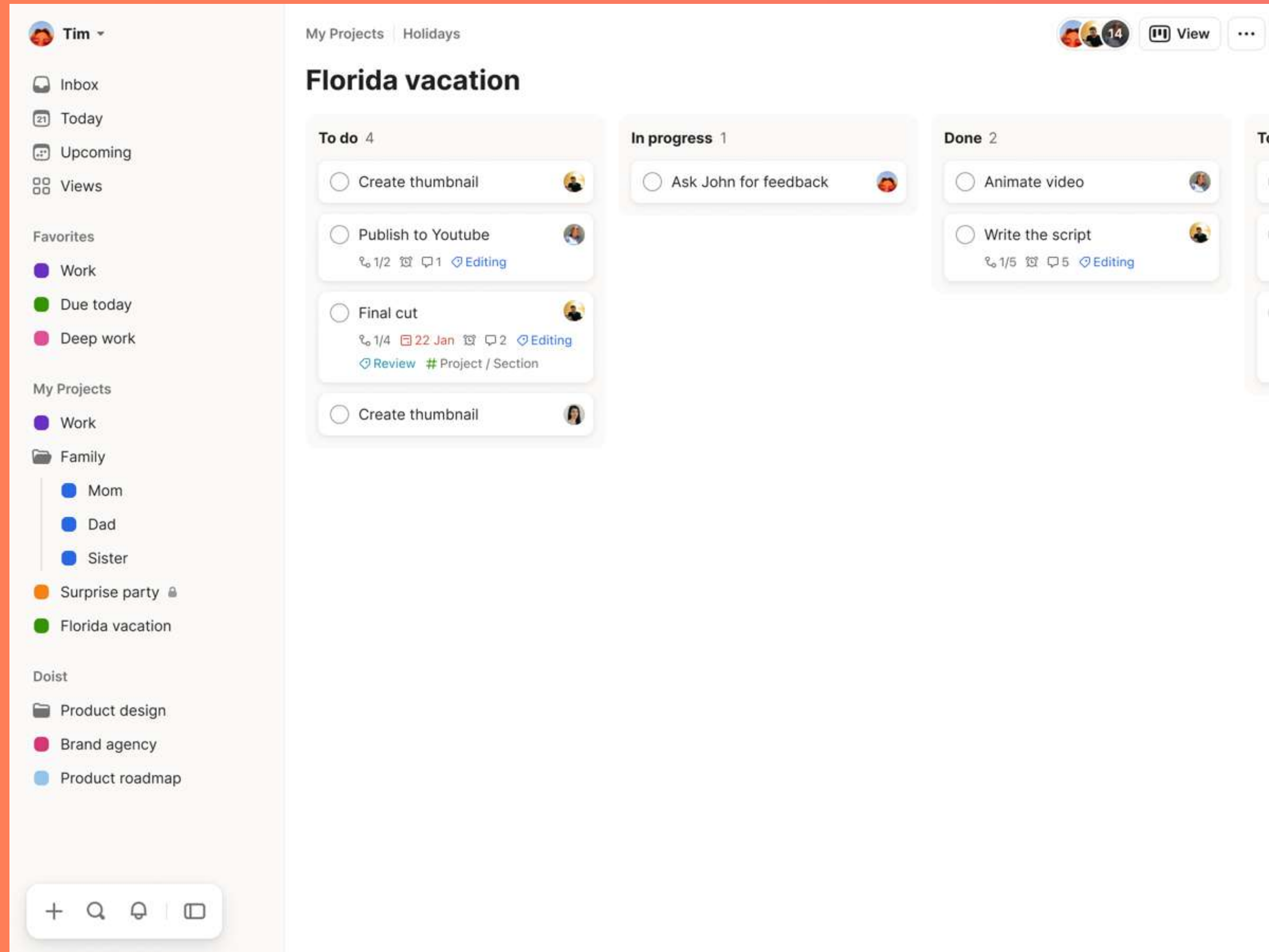
- Ask John for feedback

Done 2

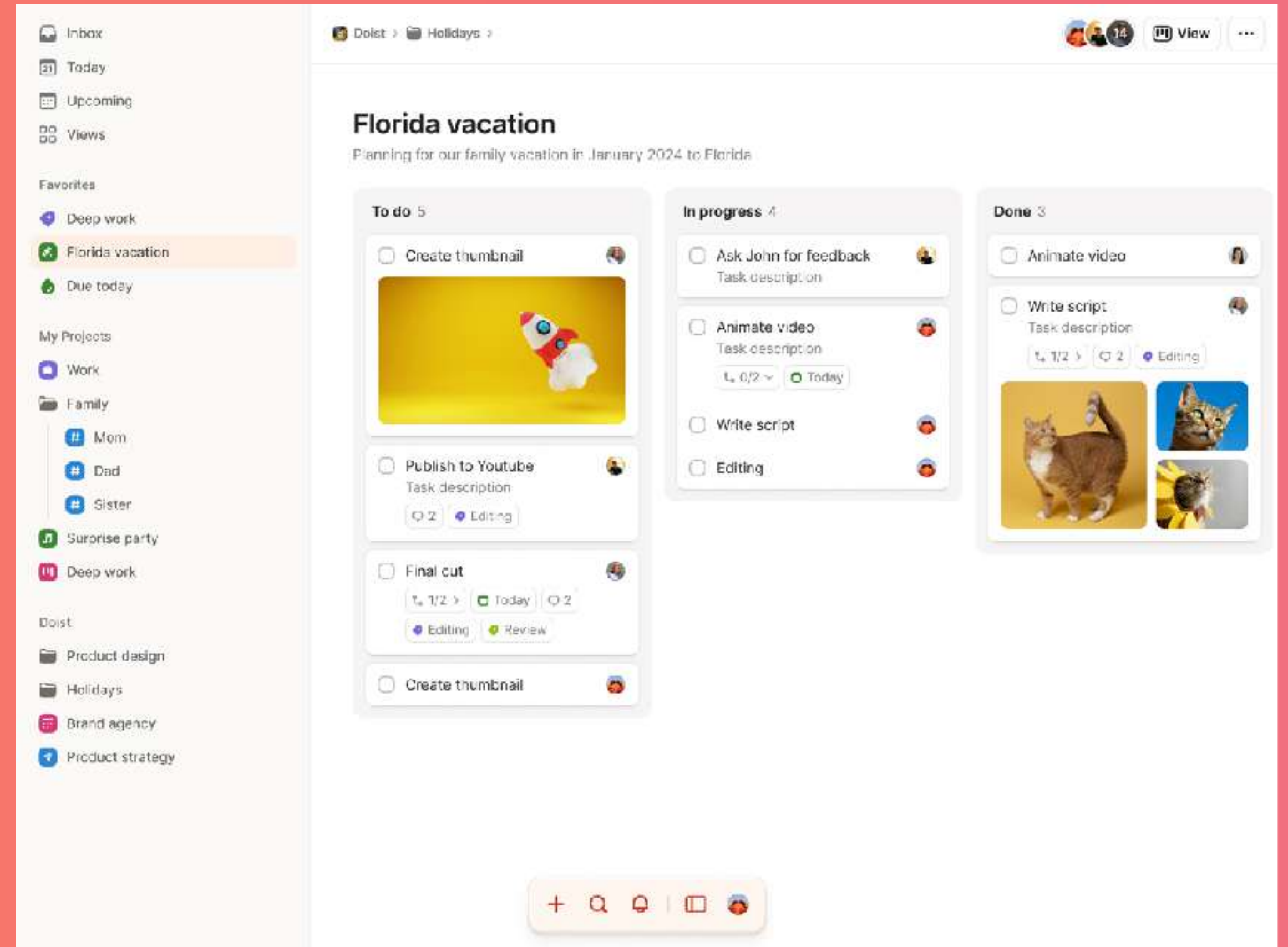
- Animate video
- Write the script   
🔗 1/5 🗂️ 🗨️ 5 ↻ Editing

To

- 
- 
-



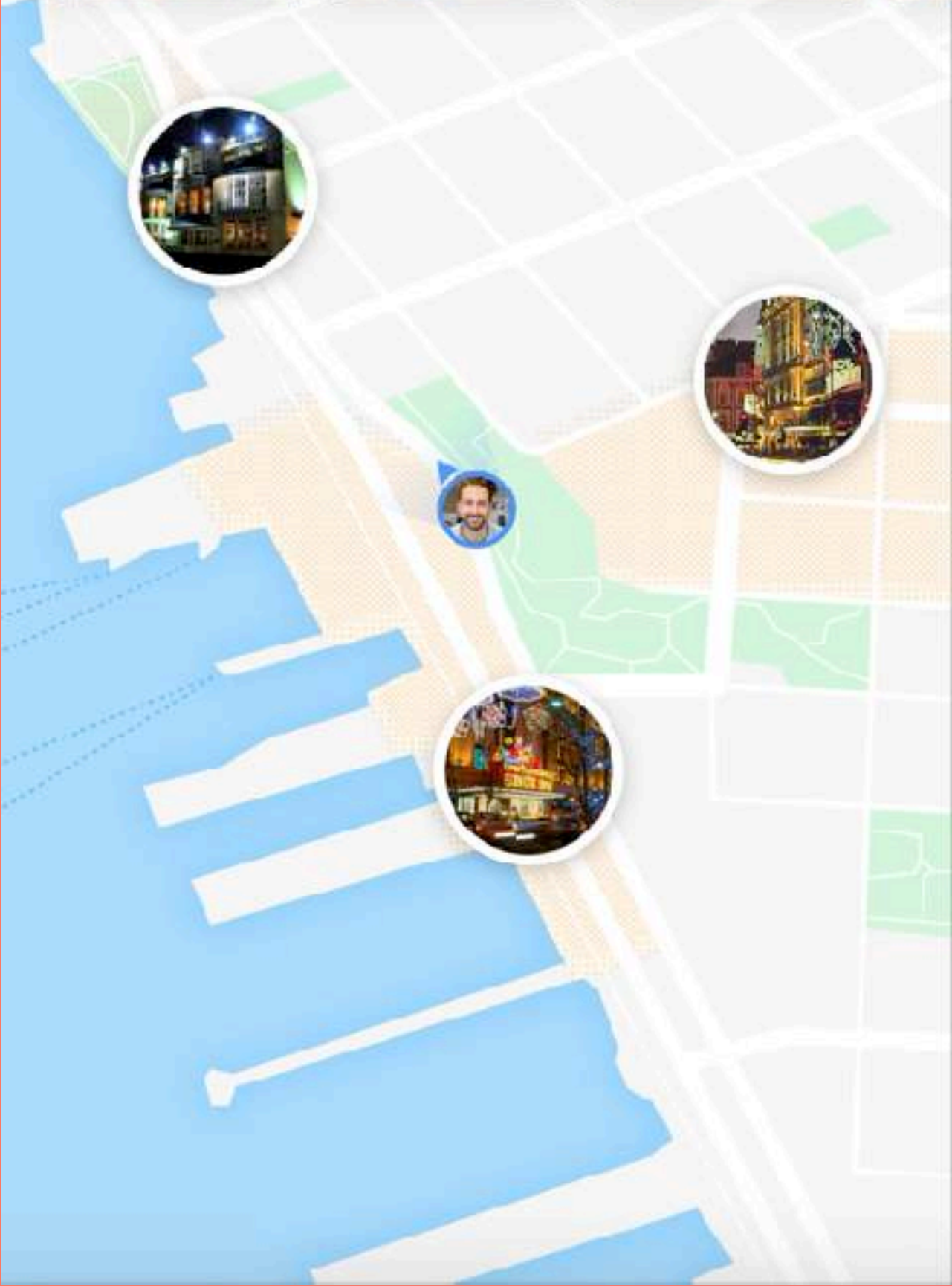
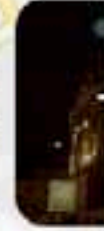
10% state



100% state



Explore around me



Move fast to  
“good enough”

But what's  
“good enough”?





"Good artists copy.  
Great artists steal."

Pablo Picasso

or Stravinsky...

or Steve Jobs?

"Good artists copy.  
Great artists steal."

Pablo Picasso

or Stravinsky...

or Steve Jobs?

“We talked a lot about and saw movies together before we started,”  
“We were continuously inspired by Spielberg’s work. What would Steven do if we could ever hope to do it half as well as he could.”

Tim Ives, Director of Photography: Stranger Things



STRANGER THINGS  
2016

E.T. THE EXTRA-TERRESTRIAL  
1982

*Ulysse Thevenon. (2016, July 29). References to 70-80s movies in Stranger Things [Video]. YouTube.*

All of human culture, science  
and arts have been an  
exercise of observing and  
understanding the world.

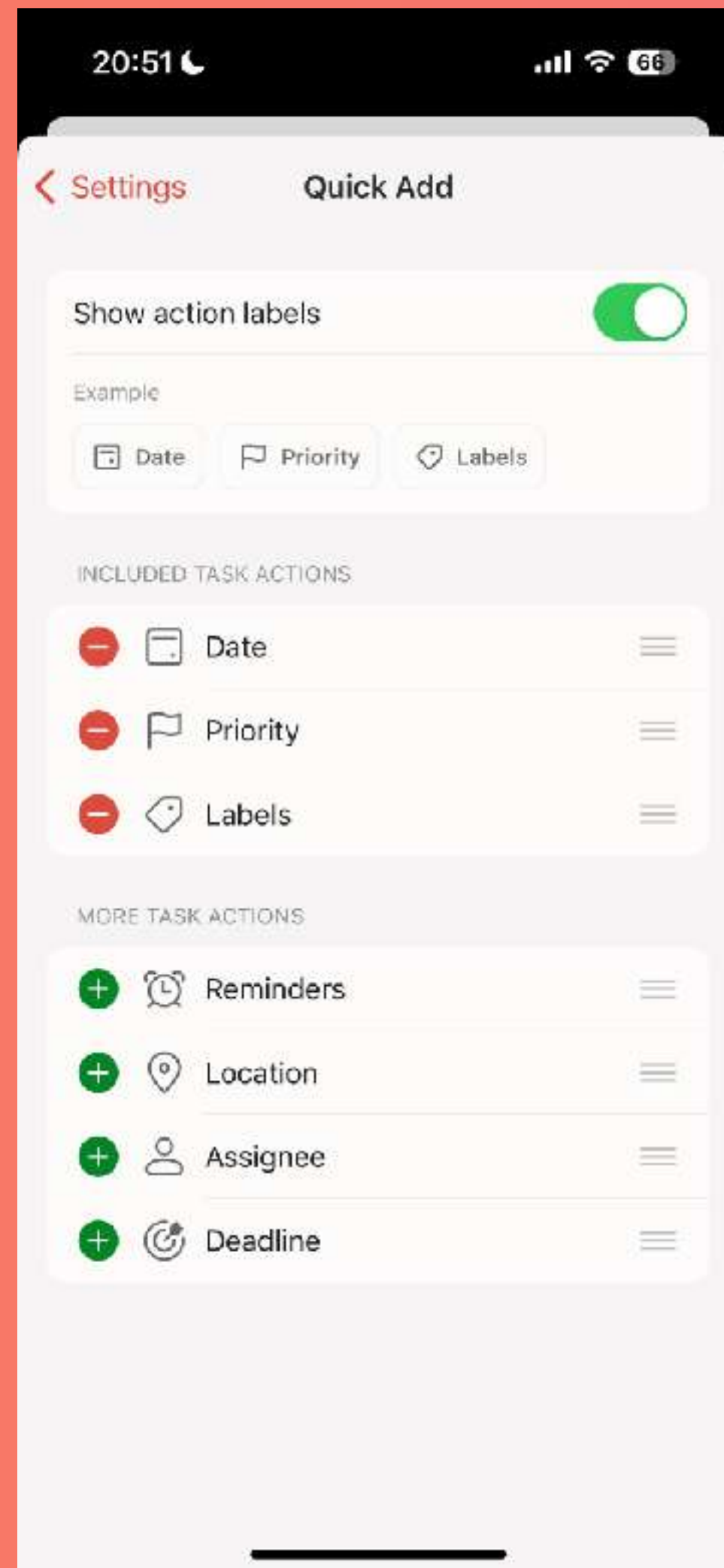
familiar & fresh

# Snap Map

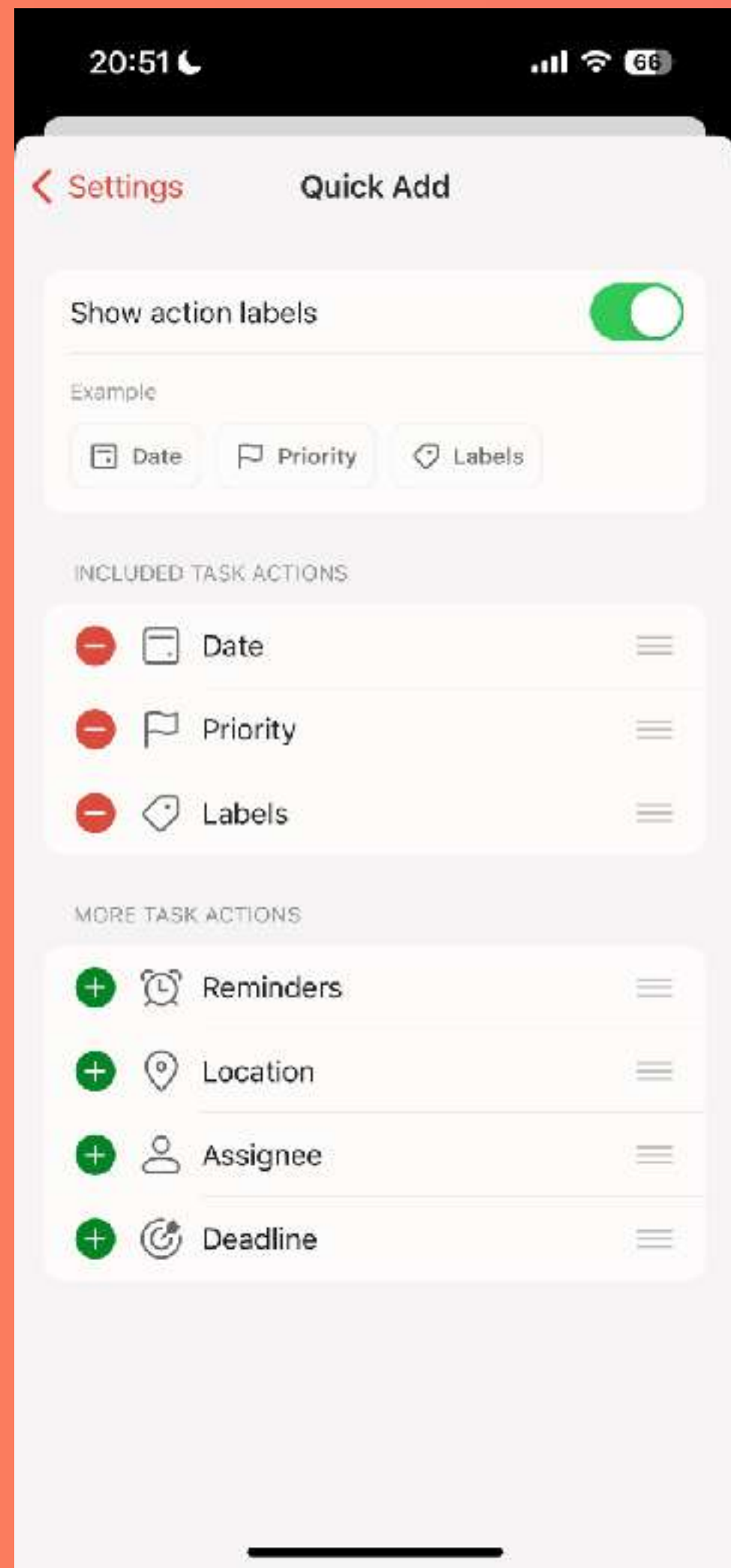




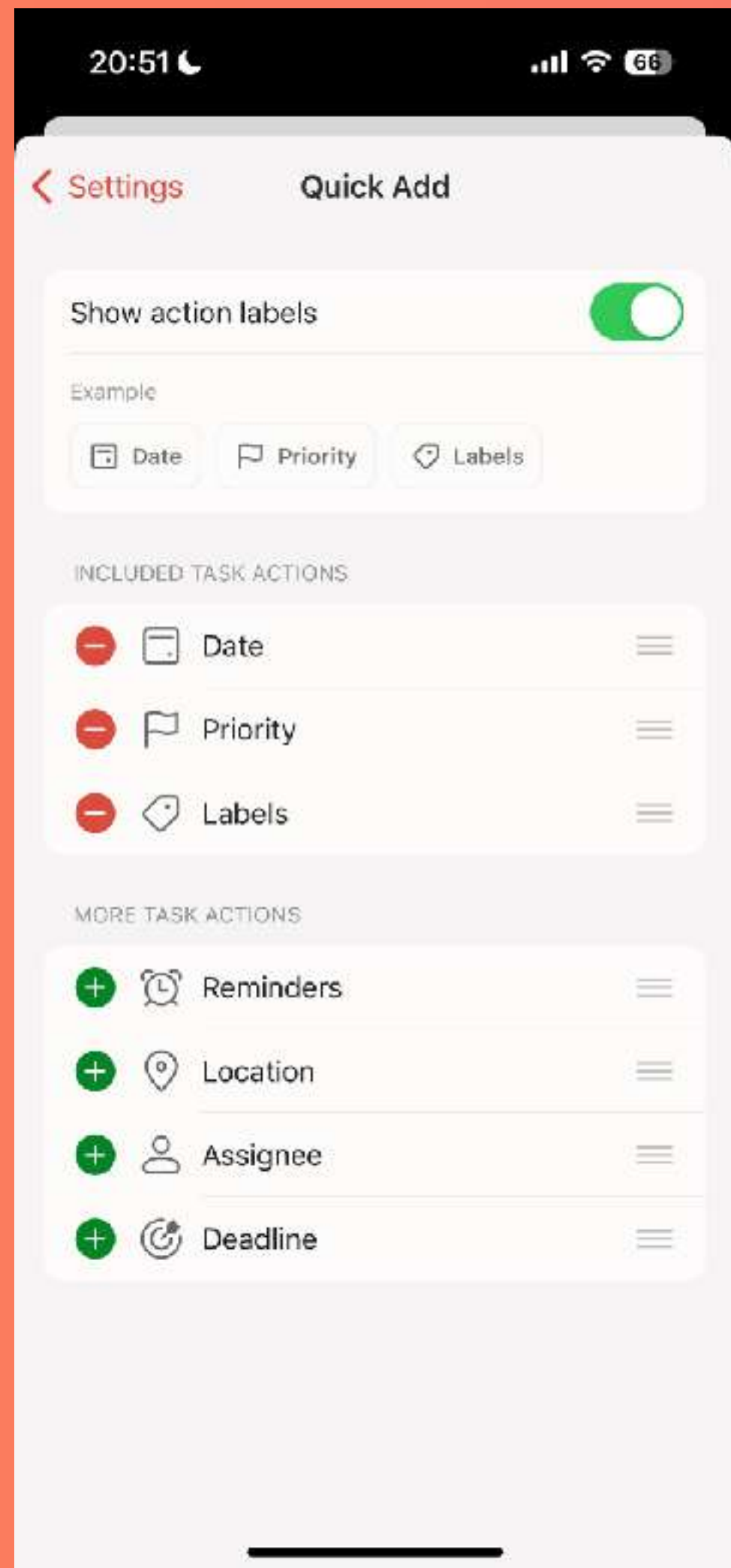




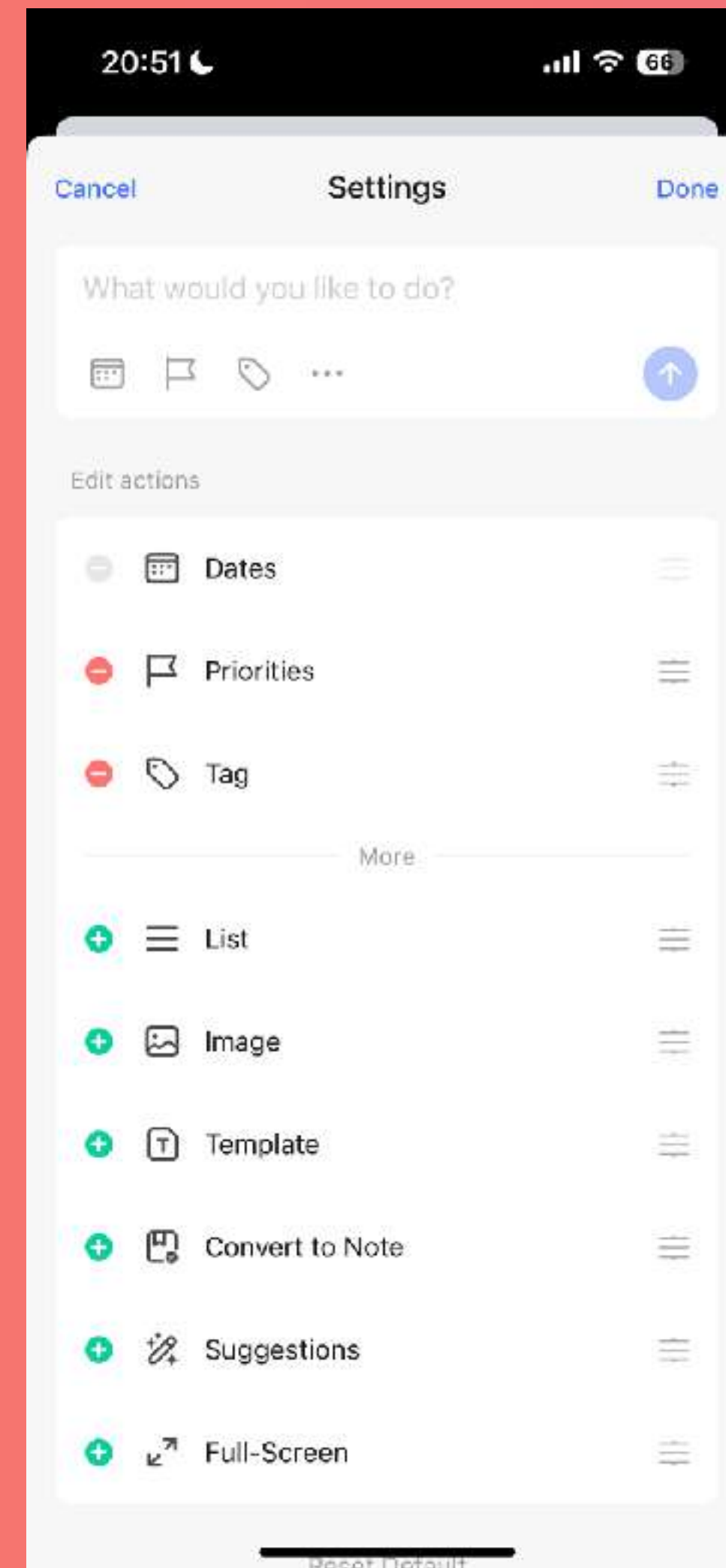
Todoist



Todoist

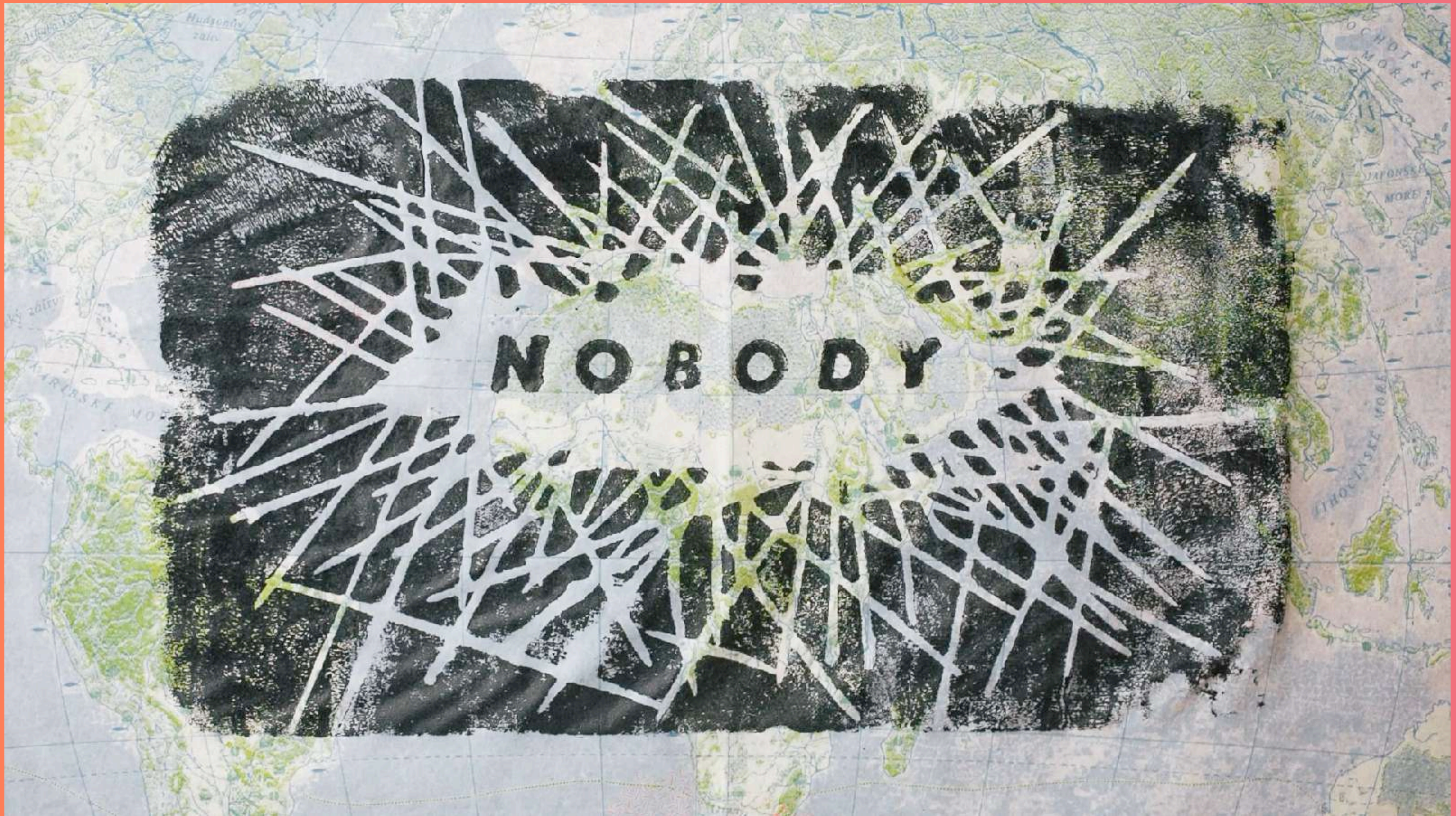


Todoist

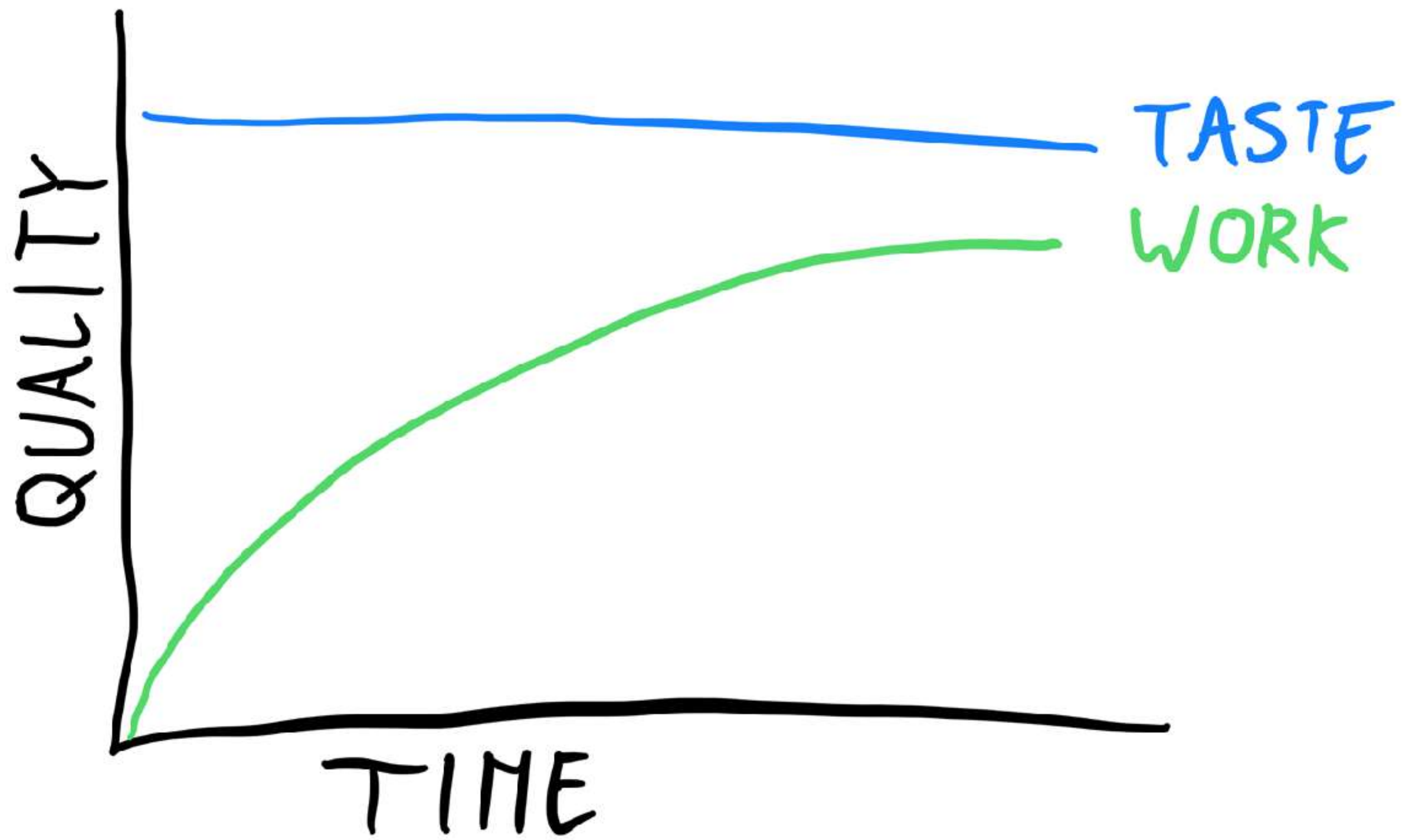


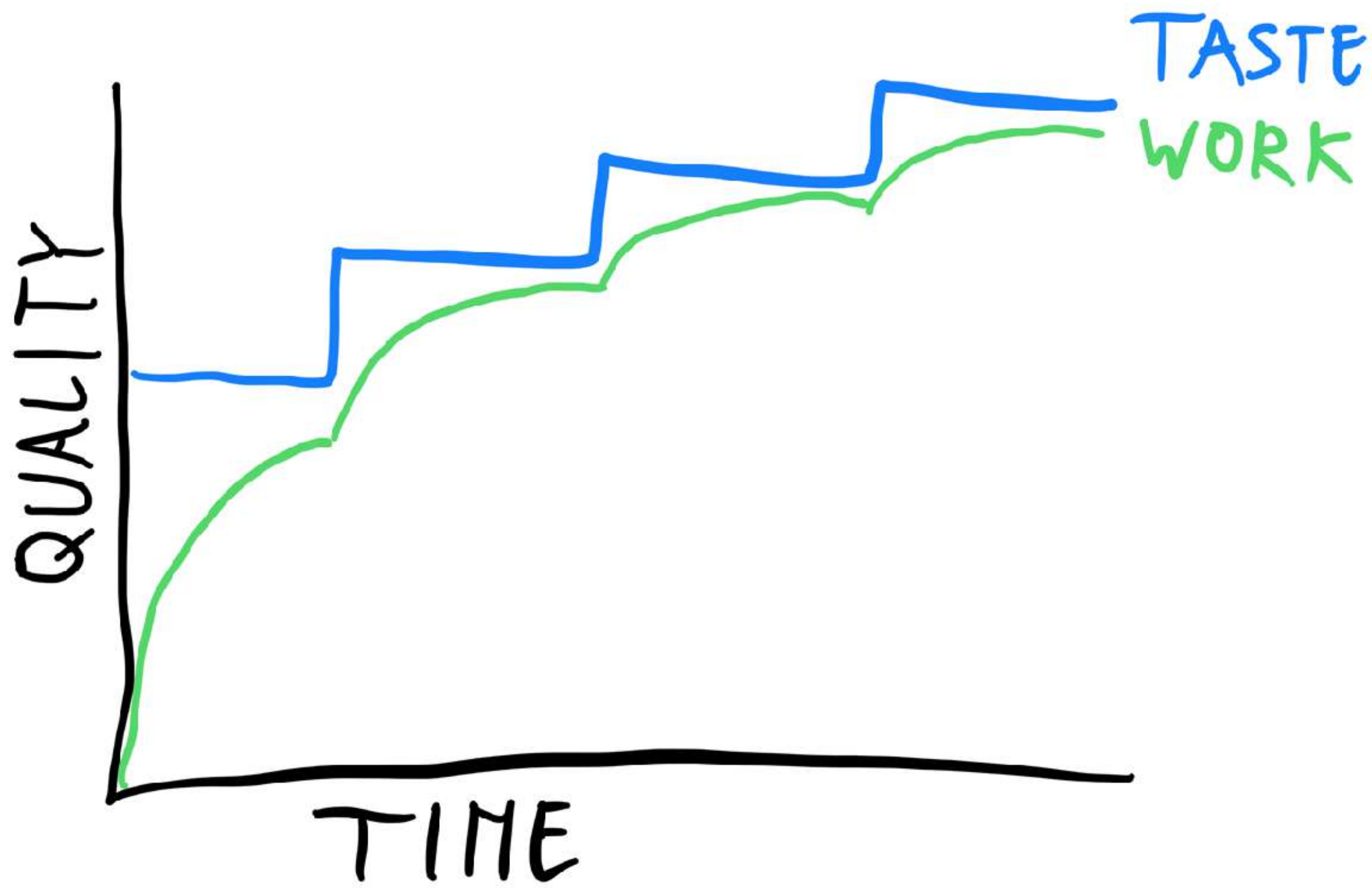
TickTick





Daniel Sax. (2014, Jan 25). THE GAP by Ira Glass [Video]. Vimeo.









7:01

3 / 3

Example Recipe

Activate

OVERVIEW SETTINGS

Data logging  
Save data on SD card

Frequency  
Data logger speed

Accelerometer  
Motion

This screen features a yellow background with a white image of a small electronic device. Below the image is the text 'Example Recipe' and an 'Activate' button. The screen is divided into two sections: 'OVERVIEW' and 'SETTINGS'. The 'SETTINGS' section includes three items: 'Data logging' with a toggle switch, 'Frequency' with a slider, and 'Accelerometer' with a plus sign icon.

7:01

NEW VISUALIZATION

What output do you want to use?

Graph  
GENERATE A REALTIME GRAPH

Number  
GENERATE A REALTIME NUMBER

Counter  
GENERATE A COUNTER WITH A SPECIFIC TARGET

Threshold  
LINK A THRESHOLD TO A CUSTOM NOTIFICATION

This screen has a light grey background and is titled 'NEW VISUALIZATION'. It asks the user 'What output do you want to use?' and provides four options, each in a white box with a shadow: 'Graph', 'Number', 'Counter', and 'Threshold'. Each option includes a brief description of its function. At the bottom, there is a blue bar with a white dot indicator.





*So call me maybe*

"hook" in design?

## A productivity tool...

Effective

Trustworthy

Clear

Organized

Accessible

Inclusive

Efficient

Reliable

Consistent

In the background

## ...and your best friend

Pleasant

Friendly

Delightful

Warm

Expressive

Familiar

Personal

Inspiring

Supportive

Positive

- Inbox
- Today
- Upcoming
- Views

Favorites

- Deep work
- Florida vacation
- Due today

My Projects

- Work
- Family
  - Mom
  - Dad
  - Sister
- Surprise party
- Deep work

Doist

- Product design
- Holidays
- Brand agency
- Product strategy

## Florida vacation

Planning for our family vacation in January 2024 to Florida

Book car rental

Book car at alamo



Cheap Car Rental i...  
alamo.com

Luggage

+ Add task

### Final check 7

Flight tickets

📞 1/2 🛠 Editing

Passports

Check expiry dates

Vaccine certificates

Cats

🟢 Review 📌 Work



Sunglasses

+ 🔍 🔔 📄 👤

+ Add task

- Inbox
- Today
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Vaccine certificates

Cats

🟢 Review 🔴 Work



Sunglasses

+ 🔍 🔔 📺

+ Add task

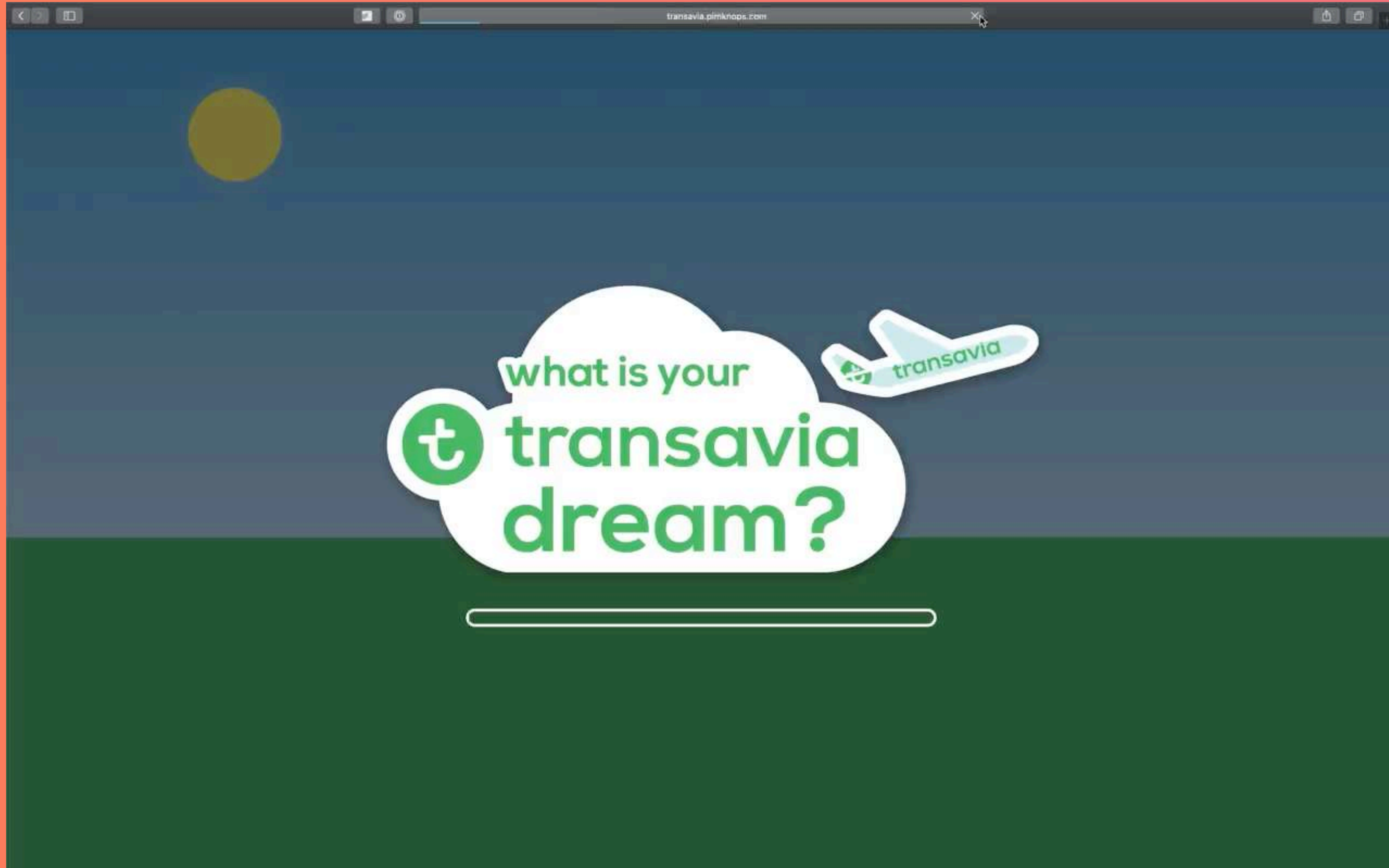




# DUTCH OPEN HACKATHON

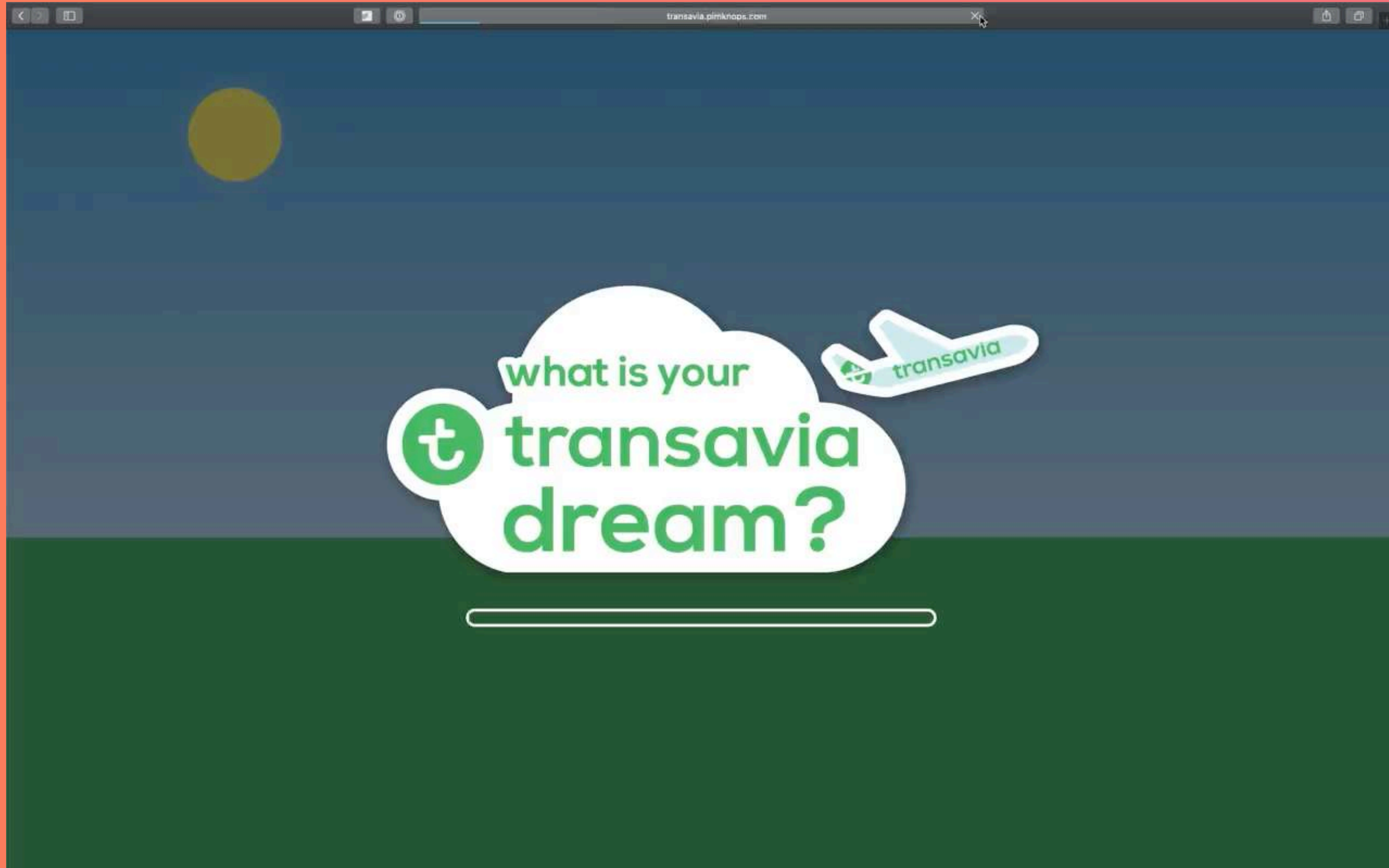
DRIVING GLOBAL INNOVATION

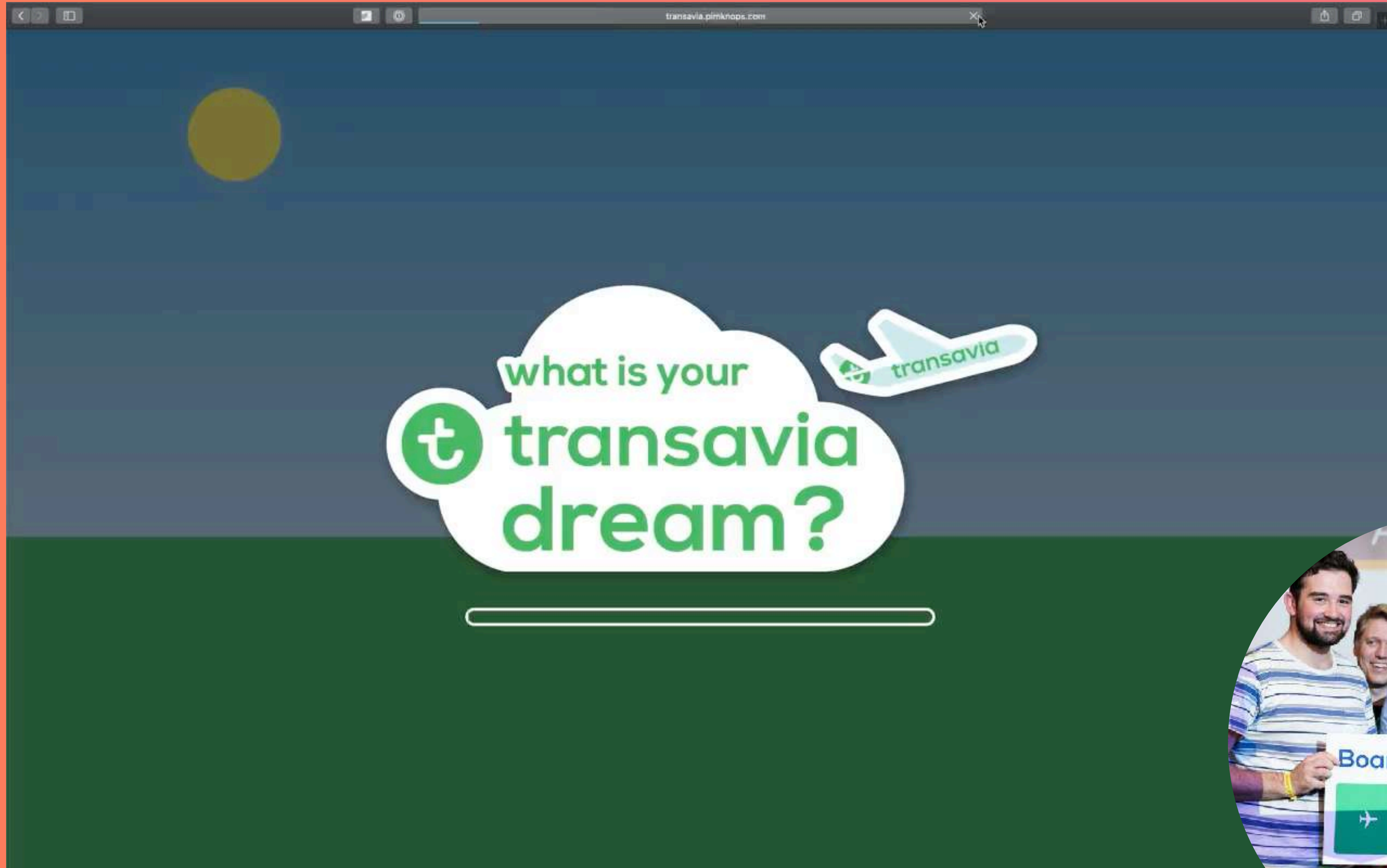




what is your  
transavia  
dream?

---







Enjoy the ride





GROWTH  
mindset

What are the things you want  
to get better at and enjoy  
working on every day?









Make ~~mistakes~~  
mistakes.

embrace your



inner child

**LinkedIn** [stijnzoontjens](#)  
**Instagram** [@musicbystno](#)  
**Mail** [mail@stijnzoontjens.com](mailto:mail@stijnzoontjens.com)