

Dusty Baars

AI Adoption & AI Product Builder

AI literacy · AI implementation and AI agents · conversational design · change management

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Available now, 16 to 32 hours a week · as a freelancer, also via a broker or agency · rate on request

I make AI land with the people who have to work with it. For twelve years I guided user adoption and digital transformation at enterprise organisations such as Shell, Philips, Roche and ING. Since 2023 I have been building and implementing AI in production myself. My platform Memortium runs on six AI agents and is used by more than 200 funeral directors, many of whom had never used a digital tool before.

That combination is rare: I teach a team to use AI, and I build the working system myself. I prefer well-scoped engagements with a measurable outcome. And I don't promise more than I deliver.

200+

users of an AI implementation in production

6

AI agents running daily in production

±40

orders a week, with 2 hours of my own time

12 years

user adoption at enterprise organisations

WHAT I DO

AI adoption and AI literacy

For AI assistants in the workplace, such as ChatGPT, Claude, Gemini and Microsoft 365 Copilot. Training and workshops built around participants' real tasks, not around features. Setting up a network of AI champions, an approach to scepticism, measuring and embedding adoption. AI literacy under AI Act Article 4, with attendance list, role matrix and materials as evidence.

Conversational design

Virtual assistants, chatbots and voice AI. Conversational journeys, escalation to a human, containment rate and customer satisfaction.

AI implementation and AI agents

From use case and business case to a working application. AI agents with guardrails and a human in the loop where a mistake matters. A working prototype in days, so a business case is tested before budget goes in.

AI governance

EU AI Act readiness, risk classification of applications and agreements on responsible use, built into the solution rather than added afterwards.

HOW I WORK: ADOPTION WITH ADKAR

Awareness

Why this change, in the team's own language

Desire

What it gives the employee

Knowledge

Training around their own tasks

Ability

Practice with on-the-floor support

Reinforcement

Measuring, champions and embedding

I start small, with one team and one task that gets lighter right away, and only scale up once it works.

EXPERIENCE

Memortium · Founder, AI implementation in production

2023 to present

B2B AI platform for the funeral industry in the Netherlands and Belgium

- Designed, built and implemented the platform myself, from the first user conversations to daily operations.
- **User adoption with an audience without digital experience:** more than 200 funeral directors order through a conversational AI assistant with automatic photo analysis and a 24/7 knowledge assistant.
- 30 paying clients and ±40 orders a week, handled by six AI agents with guardrails and a human in the loop. Takes me ±2 hours a week.

Mono by Dusty · Founder, AI studio

2022 to present

- AI advice and implementation for organisations that want to build. A 90-day plan for how AI lands in an organisation, with leadership, training and governance from day one.
- Whitepapers "**AI as a working model**" (24 pages, for organisations of 15 to 500 people) and "**Agentic design**".
- Six of my own AI systems running daily in production, including Open Brain (memory across AI tools via MCP) and Mono Dash (multi-agent orchestration with approval gates and evals).
- **Verdium:** an AI colleague on WhatsApp for small businesses (garages, beauty, dental care). Conversational design of the dialogues, voice in preparation.

Plat4mation · Senior UX/UI Designer, user adoption

2018 to 2023

EMEA's largest ServiceNow Elite Partner · employed, seconded to clients as design consultant

User adoption and digital transformation in enterprise implementations, from user research to handover.

- **Roche** (approx. 2 years): international pharma platform. Design thinking workshops with healthcare professionals, on site in Basel. Compliance-aware environment.
- **Philips** (approx. 1 year): internal enterprise tools, from discovery to design system.
- **Shell** (approx. 1 year): complex internal platforms, enterprise-level stakeholder management.

ING · UX Designer

April 2017 to September 2018

Simplified complex banking workflows, improved iteratively through user research and usability testing.

Freelance UX designer

June 2016 to September 2018

UX for startups and SMEs, from concept to working product. Before that, my own creative studio for marketing agencies.

KEYWORDS

AI adoption · user adoption · AI literacy · AI Act Article 4 · change management · ADKAR · knowledge transfer · training and workshops · AI champions · AI implementation · AI agents · generative AI · GenAI · LLM · RAG · MCP · conversational design · conversational AI · virtual assistant · chatbot · voice AI · conversational journeys · containment rate · AI governance · EU AI Act · workplace AI assistants · Microsoft 365 · design thinking · user research · stakeholder management · digital transformation

EDUCATION, LANGUAGES AND TOOLS

BA Communication & Multimedia Design

Amsterdam University of Applied Sciences ·
2010 to 2015

Dutch (native)
English (fluent)

Claude and Claude Code ·
ChatGPT · Gemini · MCP · Make ·
n8n · Next.js · Railway · Figma

References on request. Cases, whitepapers and a live demo at dustybaars.com.