

About me



Passionate about the development of interactive digital products that offer value and/or solve problems for the target audience.

My strength lies in the gathering and translation of the target audience and stakeholders' needs to an effective and attractive product.

In my spare time I create websites with my company drwd.nl and sport a lot (i.e., badminton, fitness, running & mountain biking).

Available from April 2023.

Skills



I develop my products using the Design Thinking method and I am used to work alone or in HPTs using SCRUM.

While creating these products I have worked with a broad variety of target audiences and digital technologies, making me very able to learn and adapt if necessary.

Subjects of knowledge:

- Digital technologies.
- Behaviour change.
- Business development.
- Leadership.
- Communications.
- Ethics.

Software:

- Figma, Axure RP & Adobe XD.
- Adobe Creative Cloud.
- Visual studio code & Github.
- HTML, CSS & Javascript.
- Microsoft 365.

Languages:

- Dutch (native).
- English (excellent).

Experience



De Ruiter Webdevelopment

01-2020 until now

Co-owner

The development of brand identities and custom websites, together with my brother. (www.drwd.nl).

DHL

02-2021 until now

Parcel deliveryman

Started to gain experience for a graduation project. Still working here as it is easy to combine with my studies.

Smartrobot Solutions

09-2022 until 01-2023

User Centered Designer

MSc-graduation project at Smartrobot Solutions. Researched and developed an adoption plan for their robot 'Maatje'. Improved adoption with 20% by changing various elements in the UX and UI.

Delivar

02-2021 until 09-2021

UX/UI Designer

BSc-graduation project at Delivar. Researched and developed an app that makes the delivery of a parcel possible without the receiver being present. You can view the app through this link: <https://majs2e.axshare.com>.

INFLITE Tourism Group

02-2020 until 08-2020

Front-end Developer

Intern front-end developer in the marketing department of INFLITE Tourism Group in New Zealand. Created a website where visitors can find information about the brands and services. Focussed on converting these visitors into clients on the dedicated website of a brand or service. You can view the website through this link: www.inflite.nz.

Studies



MSc Digital Technologies

2021 tot 2023

Specialization in behaviour change

University of Applied Sciences
Groningen

BSc Communication and Multimedia Design

2017 tot 2021

Major Interaction Design

University of Applied Sciences
Groningen

Senior general secondary education

2012 tot 2016

Roelof van Echten Highschool
Hoogeveen