



# CHARLEY VAN DER KROGT

UX / UI DESIGNER (Amsterdam, NL)

## SKILLS

USER RESEARCH

JOURNEY MAPPING

INFORMATION ARCHITECTURE

USABILITY ANALYSIS

USER TESTING

WIREFRAMING & PROTOTYPING

BRANDING & VISUAL DESIGN

COLOUR GRADING

VIDEOGRAPHY & EDITING

2D ANIMATION

## SOFTWARE

FIGMA

SKETCH

INVISION

ADOBE SUITE

illustrator / photoshop /  
after effects / premiere pro

DA VINCI RESOLVE

BLENDER (BEGINNER)

## ABOUT

Curious and analytically inclined videomaker - turned - UX / UI Designer with over 5 years of experience in digital & visual design.

Offering enthusiasm, an eye for visual design and a zest for solving complex problems. Seeking to use proven project management and design skills to improve or generate quality products that are intuitive and, most importantly, fun.

## COMPETENCIES

RESULTS ORIENTATION

CURIOUS

ANALYTICAL

TEAM PLAYER

FAST LEARNER

## OTHER JOBS

2nd CAMERA ASSISTANT / 2017 - 2018  
freelance

SHOP ASSISTANT / 2018 - 2019  
King Louie & Hester van Eeghen

## EDUCATION

**2019 - 2021**

**UX DESIGN (UI SPECIALIZATION)**

CAREERFOUNDRY (ONLINE)

Topics: User-centric design principles, user research & testing, UI design patterns.

**2014 - 2015**

**MA MEDIA STUDIES (TELEVISION & CROSS MEDIA CULTURE)**

UNIVERSITY OF AMSTERDAM (AMSTERDAM, NL)

Topics: Mass media, digital communication, political economy of communication

**2011 - 2014**

**BA (HONOURS) ILLUSTRATION & VISUAL MEDIA**

UNIVERSITY OF THE ARTS LONDON (LONDON, UK)

Topics: Branding, visual strategy, design principles, production.

## EXPERIENCE

**VISITOR WELCOME & FRONT DESK - ANNE FRANK HOUSE / 2019 - 2020**

- Customer-facing position: answering questions & solving problems visitors might have.
- Achievement: streamlining my response time, so I could serve 5000+ visitors a day & 100s of passersby
- Here I developed my interest in customer journeys & experiences.

**VIDEOMAKER - HEARST NETHERLANDS / 2015 - 2017**

- Developed video formats for brands such as Elle, Cosmopolitan and Esquire.
- Lead studio shoots with big teams (10+) for clients such as Triumph and Maybelline.
- Colleagues consistently complimented me on visual design & colour grading skills.

**VIDEOMAKER - FREELANCE / 2015 - ONGOING**

- All-rounder: jobs including interviewing, editing, colour grading and camera & lighting operation.
- Master at calming interviewees' nerves.
- Focused on streamlining big chunks of (sometimes complicated) information into core concepts.
- Used to writing pitches, storyboards and scripts.