.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Michiel Hulshagen**

Date of birth: 08/04/1987 **|** Nationality: BE **|** Gender: Male  **|**

Bilzen, Belgium

**PROPOSED POSITION: Web Designer**

Michiel Hulshagen is a specialist in digital design, UI design and product thinking. As such, he has more than 10 years of experience in designing clear, intuitive digital interfaces for complex tools and platforms to conversion-oriented marketing websites. His focus is on user-friendly design which is visually strong, technically grounded and strategically relevant, aligned with business goals and end-users.

**WORK EXPERIENCE**



12/2012 - Ongoing; Belgium

**Lead UI Designer – Head of Digital Design** - Bridgeneers

UI-design for web, tools & mobile (responsive, component-based)

UX thinking: wireframes, flows, prototypes

Design systems, accessibility, atomic design

Customer and brand-oriented design (B2B, B2C)

Agile workflows, dev-handoff via Figma

Basic front-end expertise: HTML, CSS, Javascript

City of Hasselt: website & digital strategy: 2025 - Ongoing

* Reworking of digital ecosystems for better service delivery and interaction with citizens
* Design of new navigation and structure of websites
* Focus on user-friendly access to local information, services and events

Technopolis: Progressive Web App (Experience App): 2024 – app.technopolis.be

* Design and definition of the concept, UX and visual design of an interactive guide for visitors to the exposition
* Development of personal experience by means of a progressive web app
* Translation of the mark identity to the digital experience

Vakantieland Vlaanderen: inspiration platform & webdesign: 2023 – vlaanderenvakantieland.be

* Development of a user-friendly platform to promote holidays in Flanders
* Focus on content-strategy, segmentation and visual design to inspire visitors
* Aiming at a visually attractive experience and effective storytelling

Easypost: SaaS Website redesign: 2022 – easypost.eu

* Redesign of the corporate website; focusing on optimization of conversion
* Development of a user friendly interface for SaaS-solutions (Classi & Connect)
* Application of the new branding to the digital user experience and design

Belgian Government: covidsafe.be

* Definition of strategy, digital art direction, UI-design

Klare Kijk op Kanker: klarekijkopkanker.be

* Branding
* Digital art direction
* UI-design

Provincie Limburg: pomlimburg.be

* Branding
* Strategy
* UI-design

Federal Governmental Service Public Health: energywatchers.be

* Branding & strategy
* Digital art direction
* UI-design

Innoviris Brussels

* Digital branding
* Digital art direction
* Strategy & UI-design



12/2009 – 12/2012; Belgium

**Graphic/Digital Designer** – Gambaz/Axenza

Graphical and digital design

**EDUCATION AND TRAINING**



09/2005 - 06/2009

**Master of Arts / Master in de beeldende kunst met specialisatie in Grafische Vormgeving** – Media & Design Academie KHLim Genk

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Dutch** | C2 | C2 | C2 | C2 | C2 | |
| **English** | B2 | B2 | B2 | B2 | B2 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



Figma, Photoshop, Wireframing, HTML, Sketch, Illustrator, Prototyping, CSS, Adobe XD, InDesign, Notion, Javascript, FigJam

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* **Client Communication:** The statement "requirements engineering with customers" directly indicates his experience in effectively communicating with clients to understand their needs and translate them into design solutions.
* **Team Collaboration:** "Collaborating in development teams" explicitly shows his ability to work effectively with others, implying clear and concise communication within a team environment.
* **Presenting/Storytelling:** His focus on "effective storytelling" for the "Vakantieland Vlaanderen: inspiration platform & webdesign" suggests an ability to convey information and ideas in a compelling and engaging manner.

**Organisational skills**



* **Project Management:** Michiel's role as "Lead UI Designer – Head of Digital Design" at Bridgeneers, where he handles multiple complex projects like the "City of Hasselt: website & digital strategy" and "Technopolis: Progressive Web App," demonstrates strong project management capabilities.
* **Strategic Planning:** His involvement in "Definition of strategy" for covidsafe.be, "Branding & strategy" for energywatchers.be, and "Strategy & UI-design" for Innoviris Brussels highlights his ability to plan and define long-term approaches for digital initiatives.
* **System Design:** The mention of "Design systems, accessibility, atomic design" under his Lead UI Designer role indicates his expertise in creating structured and organized design frameworks for efficient development and consistent user experiences.