



RESUMÉ

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ABOUT ME

I enjoy making design solutions for people and brands by deeply understanding the client foundation and aspirations in order to create meaningful results with a lasting impact. Over the past decade my projects have been incorporated by a range of businesses in various countries.

EXPERIENCE

- Crowd Media** Nov 2018 - Present
Digital Motion Designer
Rebranding and creating branding guidelines for multiple products that helped speed up production and maintain consistency. Motion graphics and video editing for ads on platforms such as YouTube, Instagram, Snapchat, Tik Tok & Facebook following diverse compliance guidelines. 20+ of these ads reached over 50 thousand views on Instagram Stories. Designed landing pages with a CTR of up to 5%. Co-designed a brand for an e-commerce platform and managed the website design. Created mobile focused landing pages and static ads.
- Social Bootcamp** Jun 2018 - Aug 2018
Freelance Designer
Created a brand for the startup company alongside founder (logo, colors, etc). Designed and developed the company website from scratch using HTML/CSS/JS. Designed print collateral including flyers, brochures, business cards and envelopes. Designed digital brand applications such as slideshow presentations and social media banners.
- TravPro Mobile** Feb 2018 - Jun 2018
Design Intern
Closely worked with the development team as a designer for a sales and training app. Improved the UX based on the companies previous platform while strategizing flexibility in development. Initiated over 4 iterations of user testing to create optimal solutions and usability improvements. Through our sub-client (True Caribbean) the team launched a working version of the platform in 8 months and reached over 100 users. This product is used as a framework for future clients including Barceló (Hotels & Resorts) and Amazing Thailand.
- Freelance Projects** 2015 - 2018
Branding / Web Design / Graphic Design
Worked on freelance projects next to my job and studies for a wide range of businesses. Creating new products consistent to existing brand guidelines as well as create new identities and products. Individually designing and developing websites, creating print collateral, and assisting with visual identity improvements. Improving the usability of existing products.
Clients include: Hogeschool van Amsterdam (University), Team Motivation (Fitness School), Chronicle Bench (Game Development Studio)
- Mattmo (Creative Agency)** 2016 - 2017
Design Intern
Assisted Erik De Jong in the visual design of various packaging and layouts of print assignments. Managing Wordpress websites alongside clients. Designing print collateral, editing and refining PowerPoint designs, color correcting photographs. Clients include: Brandt & Levie, TomTom, Kitchen Republic.

TOOLS**Adobe**

Photoshop
Illustrator
XD
After Effects
Indesign

More

Wordpress
Elementor
Weebly
Trello

Development

HTML/CSS/JS
Github
Unity
Game Maker Studio

EDUCATION

Bachelor in Communication & Multimedia Design
Avans Hogeschool ('s-Hertogenbosch)

2014 - 2018

SOFT SKILLS

Iterates ideas quickly
Honest and communicative
Dissects problems from different perspectives and advances solutions
Adaptable to new situations
Fast learner
Loves working both in a team or independently
Works well under stress

LANGUAGES

English (fluent)
Dutch (fluent)
French (basic)

HOBBIES

Game Development & Design
Reading
Movies (Animation, Sci-Fi, and Classics)
Video Games