Mischa van der Goes

Visual Designer

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EXPERIENCE

Crowd Media
2 years

Front End Designer   Jan 2020 - Nov 2020

• Designed and developed a web tool to increase in-house production workflow
 (simplifying the production of ad material for non-designers)
• Created and maintained responsive web pages (landing pages, product pages) increasing website impressions by 21% and reaching 32+ sales per post in global markets.
• Brand lifted existing products to speed up production and refocus the brand strategy.

Junior Digital Designer   Nov 2018 - Jan 2020

• Designed advertising videos for 10+ international brands (Cosmetics, Skincare, and Tech) that helped generate 1+ million EUR through paid social media strategy.

TravPro Mobile
5 months

Product Design Intern   Feb 2018 - Jun 2019

• Created a design framework and style guide to be used future clients including True Caribbean, Barceló Hotels & Resorts and Amazing Thailand. This was developed alongside a team of developers.
• User testing, iterative design, product research & a srum workflow that lead to a quick results
• 300+ total downloads across devices

Freelance Work (Part Time)
2015 - 2018

Graphic / Web Design

• Coding client websites in HTML/CSS and though CMS tools such as Wordpress and Wix.
• Designing brands and print collateral for 5+ brands (Business cards, posters, invoices and more).
• Creating game assets and marketing visuals for a videogame.
Clients include: Hogeschool van Amsterdam (University), Team Motivation, and Social Bootcamp

Mattmo Creative Agency
5 months

Graphic Design Intern   Sep 2016 - Jan 2017

• Visual design & packaging design of food/consumer products
• Designing print collateral, editing and refining PowerPoint designs, Color correcting images.
Clients include: Kitchen Republic , Brandt & Levie, De Vergulde Tong, TomTom, Mascotte

EDUCATION

Avans Hogeschool (Den Bosch, NL)

Bachelor in Communication & Multimedia Design
2014 - 2018

Freecodecamp.org Online Certification

Responsive web design with HTML, CSS, JS
2019

SKILLS

Tools

Adobe CC (Photoshop, Illustrator, After Effects)
HTML / CSS
Figma
Notion

Languages

English (fluent)
Dutch (fluent)
French (beginner)

Soft Skills

Loves working in a team or independently
Adaptable to new situations
Honest and communicative
Iterates ideas quickly
Fast learner