

# Simon Vandereecken

FREELANCE  
DIGITAL DESIGNER

## PROFILE

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28 years old designer with a focus on digital branding and developing user experiences.

## CONTACT

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+32 494 44 91 22

Rue Victor Hugo 194  
B-1030 Schaerbeek

[www.vandereecken.me](http://www.vandereecken.me)  
[simon@vandereecken.me](mailto:simon@vandereecken.me)

## WORK EXPERIENCE

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### WEB DESIGNER @ ORANGE BELGIUM

October 2012 - September 2016

Building and maintaining all Orange websites on a day to day basis, developing based on market needs, daily monitoring of operational performance and improving the user experience.

### DIGITAL DESIGNER @ PILLOWS FACTORY

April 2012 - October 2012

Identity creation and branding, website development from A to Z based on the client needs both in terms of identity building and back-end / CMS integration.

### WEB DESIGNER & SOCIAL MEDIA @ SERIAL DESIGNERS

February 2011 - February 2012

Website design creation and integration with custom made CMS, copywriting and social medias training and consulting both internal and clients. Developing the business digital activities.

## LANGUAGES

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### FRENCH

Mother language

### ENGLISH

Good

### DUTCH

Basic, a bit rusty

## EDUCATION

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### GAMIFICATION & DESIGN THINKING FOR BUSINESS

August 2013 & September 2014

Improve business based on design thinking methodology, implement gamification in a business strategy

### GRAPHIC DESIGN @ LE 75

September 2007 - June 2010

Graphic design learning : how it works, psychology, typography, art history, rules, advertising, ...