



Contact

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Address

Nijlstraat 27 / Purmerend / The Netherlands

Education

2011-2016

Higher General Secondary Education

Jan van Egmond Lyceum

2017-present

Communication & Multimedia Design

Amsterdam University of Applied Sciences

Skills

- UI/UX Design
- Visual Design
- Wireframes
- Storyboards
- UX Research
- HTML/CSS/Javascript

Language

English

Dutch

Stefan Wouda

Visual & Interaction Designer

For as long as I can remember I have been active in the field of design. In the past, these were things like building self-made lego structures from scratch. A little later on my tenth birthday, I got my first camera. That's when my love for photography arose and always has remained. When I was twelve I built my first website with an online web builder, but I loved it!

After high school, I started studying Communication and Multimedia Design at the Amsterdam University of Applied Sciences. During my time as a student, I found out that User Experience Design is my thing. I find it very interesting how digital products improve the lives of users. I am inspired by products that contribute so much to a user's life that they can no longer live without it.

Experience

2019

Savvy Digital | gosavvy.nl

Digital Designer - Internship

- **Developing and optimizing landing pages for companies:** I helped develop landing pages for small and large companies and optimize them through A/B testing and UX Design and see which version leads to more traffic(leads) and helps to achieve the client's objectives.
- **Setting up creative marketing campaigns:** During my internship I was involved in setting up creative (advertising) campaigns for various clients. These ranged from campaign ideas such as decision aids for the purchase of customized products to a quiz to help car technicians find a new challenge in the engineering industry. I was given a lot of responsibility about the product and process: it really felt like my project.

2021

MarketMolecules | marketmolecules.com

Visual & Interaction Designer Internship

- **Visual/interaction designer:** Develop websites from scratch. Researching goals and wishes of stakeholders, making sketches, develop (interactive) prototypes for different devices and ultimately designing responsive websites.
- **Front-end development of websites.**
- **UX Research:** Conduct research (including through an UX scan) to know how to improve an existing website of a client for a higher conversion rate.
- **Ideating:** Thinking about online marketing campaigns with my experience in online marketing as a subject at school and the internship at Savvy Digital.