

Making pixels look cool since two thousand and two.

Experiences

Senior UX/UI Designer
Voormedia
June 2023 - PRESENT

Responsibilities:

- Secured project sign-offs by leading design discovery calls, identifying key pain points, and aligning project goals, resulting in successful project initiation.
- Enhanced project outcomes by serving as a liaison between the design team and senior management, ensuring client feedback was effectively incorporated into the design process.
- Led the creation of a foundational design system with an Atomic design structure, base-level components, and design tokens to ensure consistency.
- Fostered team growth by mentoring three junior designers on best practices.

Key Projects:

- Noticehub: Developed a comprehensive design system and UX/UI framework using design variables and tokens. Conducted focus groups with end users to ensure the project met their needs.
- Voiture Extravert: Played a crucial role in the discovery and concept pitching phase, refining the client's vision and delivering a final UI that exceeded expectations, securing the project's continuation.
- Omron & Bouwens: Expanded the project scope by providing strategic design recommendations, leading to the addition of new features aligned with business goals.

Team Lead UX/UI Design
Piggy loyalty
January 2023 – May 2023

Responsibilities:

- Pitched and presented new product features to senior management and clients, advocating for user-centered design principles and aligning design efforts with broader business goals.
- Facilitated feedback sessions with clients, ensuring their needs were met while guiding them toward more effective design strategies.
- Led brainstorming sessions for the rebranding of Piggy Loyalty with the team and engaged with upper management to inspire confidence in proposed solutions.

UX & UI Designer for Mobile Apps
Pinch.nl
July 2021 - December 2022

Responsibilities:

- UX and UI design of mobile apps, aligning project outcomes with client needs, and contributing to the retention of key clients such as De Telegraaf, Qmusic, Newsbit, Youbhan, Compax, and Charge Assist.
- In total, the new projects I worked on contributed to generating €2.7 million in revenue in 2022, reach 70 million app visitors, and achieved an average of 750,000 app downloads per application across platforms.
- Increased prospect engagement by collaborating with the internal marketing team to create effective assets for prospecting, pitching, and social media advertising.
- Managed the process of App Store assets, reducing production time by 50%.

Graphic Designer and Motion Graphics Artist
Lightspeed POS
August 2019 - June 2021

Responsibilities:

- Boosted campaign effectiveness by designing EMEA-wide webinar email campaigns, leading to a 120% increase in webinar attendance during the global pandemic.
- Improved advertising ROI by executing animated GDN campaigns viewed by over 1 million users per month, including rigorous A/B testing.
- Ensured consistent branding at events by leading the design of stand and flyer materials for Lightspeed Connect 2019, which attracted over 100,000 attendees.
- Conducted several photoshoots for customer stories in the Netherlands, UK, Switzerland and Belgium.

Founder & Lead Designer
Blckeye Agency
mid 2016 - June 2019

Responsibilities:

- Increased client satisfaction by providing branding consulting for over eight clients in 2017, resulting in repeat business.
- Enhanced product visibility by designing packaging for food and beverage brands.
- Expanded client portfolios by developing over 30 websites from 2016 to 2019.
- Boosted client social media engagement by conducting food photography and styling, generating content for over 3,600 posts that led to an average 40% increase in follower engagement.
- Improved client ad performance by executing digital paid advertisement campaigns.

Web Designer and Motion Graphics Artist
Global Savings Group
August 2017 - July 2018

Responsibilities:

- Improved recruitment efforts by redesigning the local recruitment website (www.imbull.com).
- Enhanced user experience on kortingscode.nl by managing the UI redesign for over 400,000 monthly visitors.
- Designed over 12 company posters for internal branding.
- Communicated complex data effectively by developing infographics, improving understanding among internal teams and clients, and gaining over 20,000 downloads.

DIGITAL STRATEGY INTERN
ARCADE JAKARTA
August 2015 - December 2015

Responsibilities:

- Provided actionable insights by creating monthly analytics reports for brands like Nivea Men, Coca-Cola, Mars (Snickers), and Unilever, informing their strategies.
- Contributed to campaign success by assisting in the creation of Google advertisements.
- Improved campaign effectiveness by providing strategic insights during creative A/B testing.

Education

BREDA UNIVERSITY OF APPLIED SCIENCES
INTERNATIONAL MEDIA AND ENTERTAINMENT

BACHELOR OF ARTS
2013 - 2017

Languages

ENGLISH

Professional working proficiency

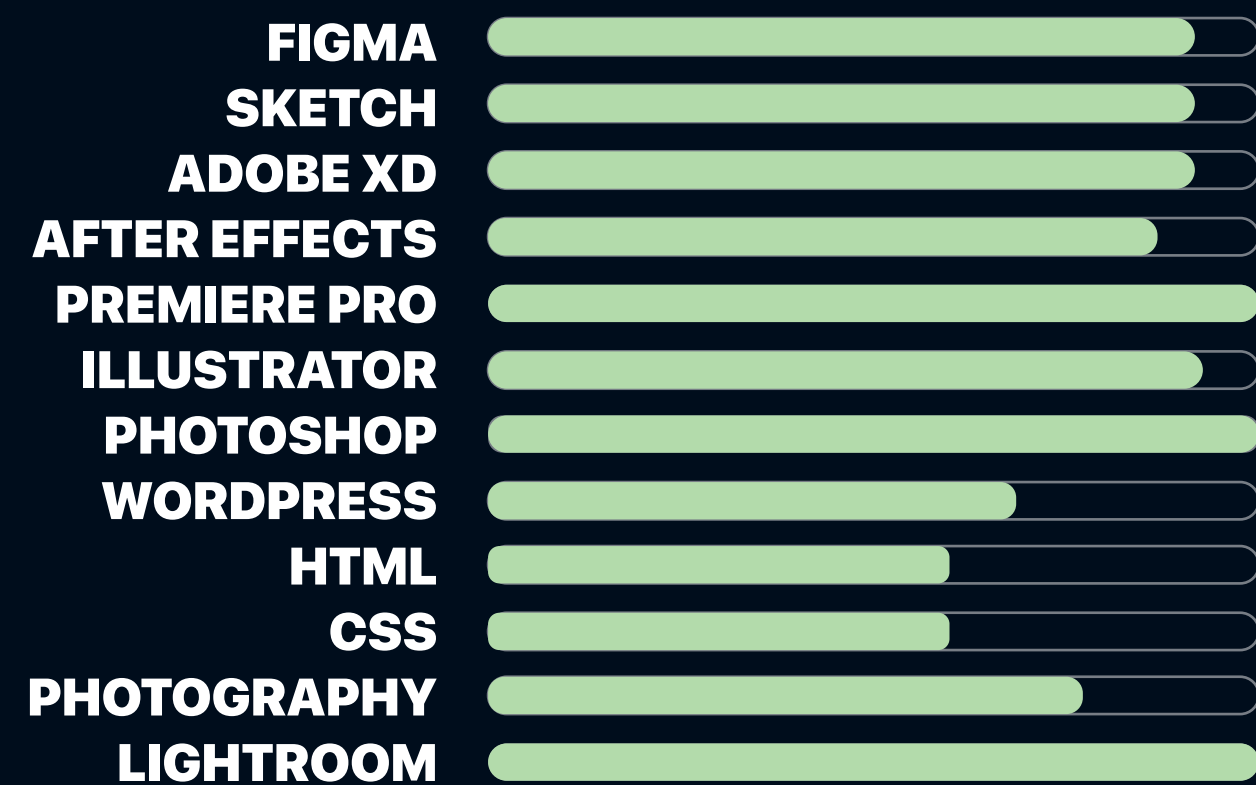
INDONESIAN

Native/bilingual proficiency

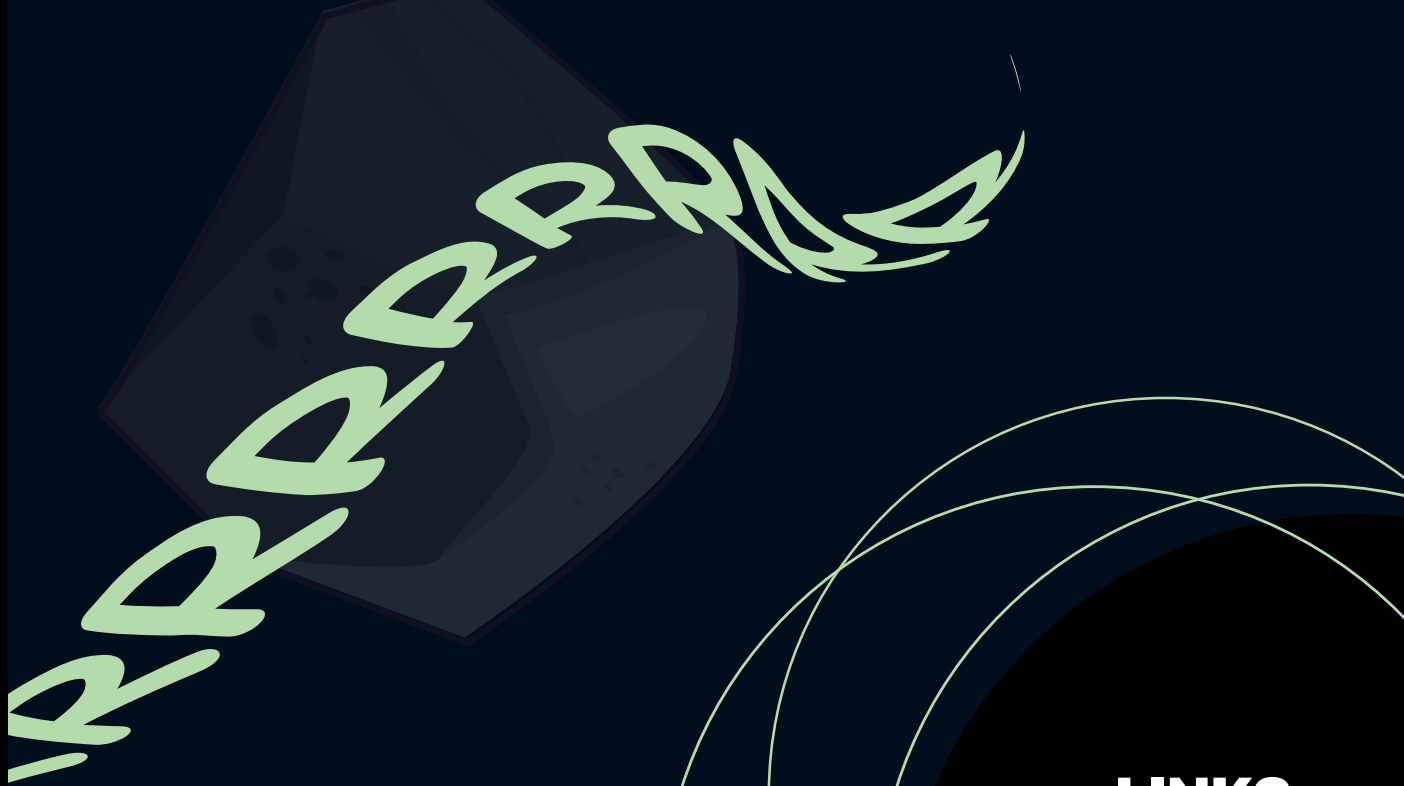
DUTCH

Bilingual proficiency

Masteries



for more info go to
www.sleeklooking.com



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