

## Yoel Martherus

Multidisciplinary designer

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### Skills

UI/UX design	Responsive web design
Web development	App design
Brand design	Product design
Art direction	Graphic design
Logo design	Digital illustration
Motion design	Animation
Presentation design	Self-management
Data visualization	Prototyping
Wireframing	3D modelling
User research	Marketing research
Strategic advertising	Consumer psychology

### Certifications

Webflow Partner certification (2024)

User Experience (UX): The Ultimate Guide to Usability and UX (2020)

### Additional training

Marketing psychology

JS/JQuery web development

3D modelling in Blender

Portfolio design

Digital painting

Unity Game Development

Godot Game Development

### Tools

Figma	Adobe Master Suite
Webflow	Framer
Zeplin	Blender
Procreate	Customer.io
Google Slides	Lottie

### Programming languages

HTML

CSS

JavaScript/JQuery

C#

GDScript

### Languages

Dutch (mother tongue)

English (fluent)

German (reading proficient)

French (reading proficient)

### Education

#### International Media Design

Grafisch Lyceum • Rotterdam, NL • (2011 - 2014)

### Experience

#### Owner and Lead Designer

yoel.digital • Amsterdam, Netherlands • 2014 – current

Leading a creative agency providing full-stack design services globally. Worked with clients across EMEA and APAC, introducing Dutch design to international markets. Delivered customized solutions for fintech, martech, sustainability, B2B, B2C, FMCG, SaaS, healthcare, and e-commerce industries.

#### Brand Designer

Fizz • New York, NY • 2023 – current

Creating visual assets for social media, email marketing, explainer animations, in-app illustrations, and merchandising. Consulted by the UI/UX team for interface enhancement and maintaining high-quality visual design standards. Also contribute to content creation, copywriting, and marketing strategy.

#### Founding Designer / Head of Design

Minimum • London, United Kingdom • 2021 – 2022

Led all visual aspects, including brand, web, UI/UX design, customer-facing assets, and pitch decks, contributing to 2 successful seed rounds and positive feedback from big investors. Developed strategies to quickly pivot the company's objectives toward a more sophisticated and profitable product using user experience, and marketing insights.

#### Designer / UX Specialist

Rune • San Francisco, CA • 2021 – 2022

Enhanced UX and brand design by leveraging real user data and best practices. Developed new user interfaces, animated interactions, and standalone in-app animations. Focused on an incremental workflow to improve the app without disrupting the existing user base.

#### Visual Design / UX Design Lead

Zelos • Los Angeles, CA • 2020 – 2021

Managed all visual design aspects, including branding, UX/UI, and advertising. Led a comprehensive UI redesign and rebrand and directly corresponded with engineering and upper management. Spearheaded a successful social media marketing campaign that significantly increased sales by >50%.

#### Graphic / Web Designer

Fresqo • Amsterdam, Netherlands • 2015 – 2017

Focused on creating explainer animations, key visuals, storytelling-driven web design, and startup-oriented brand design. Developed strong visual storytelling skills applicable to a broad range of industries.

#### Graphic Designer

Mr. Prezident • Amsterdam, Netherlands • 2014 – 2017

Developed impactful presentations for a diverse range of companies, from startups to conglomerates, with a focus on pitch decks and internal presentations. Worked for high-profile clients including Gucci, Nestlé, and Mammoth.

#### Junior Graphic Designer

Bridgevest • Rotterdam, Netherlands • 2014

Assisted in designing websites, intranets, and recruitment campaigns for various clients, including pension communication firms, international banks, and large conglomerates such as Dow, Deloitte, and KBC Group.