

a portfolio of

2024

Digital Design

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RIDE

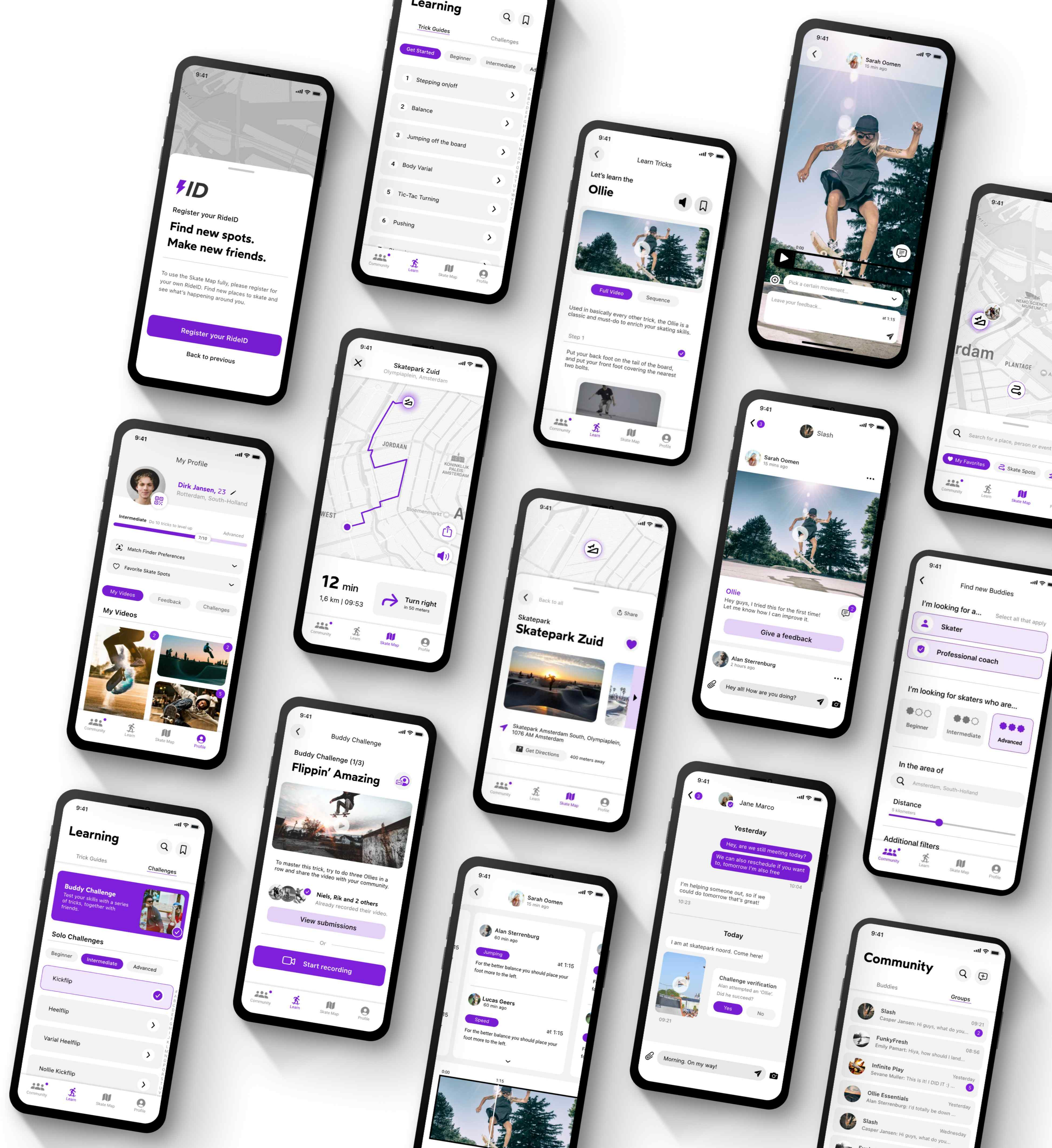
Skateboarding Mobile Application

Ride is a skateboarding mobile application. Together with a team, we created this app to enhance the skateboarding experience. In this app, users can learn skateboarding tricks and find skateaborder friends or join a community. The users can challenge themselves, get feedback on their performance and get points to level up. This is a group work that I did during my Master's study in a collaboration with Floda 31 company, Skateschool Amsterdam Noord.

ROLE: I was responsible for user research, creating the wireframes, creating the interface, branding colours, and user testing.

FOCUS: In this project, my focus was on creating a digital solution with encountering the inclusivity and accessibility principles.

TOOL: Figma



LUPA

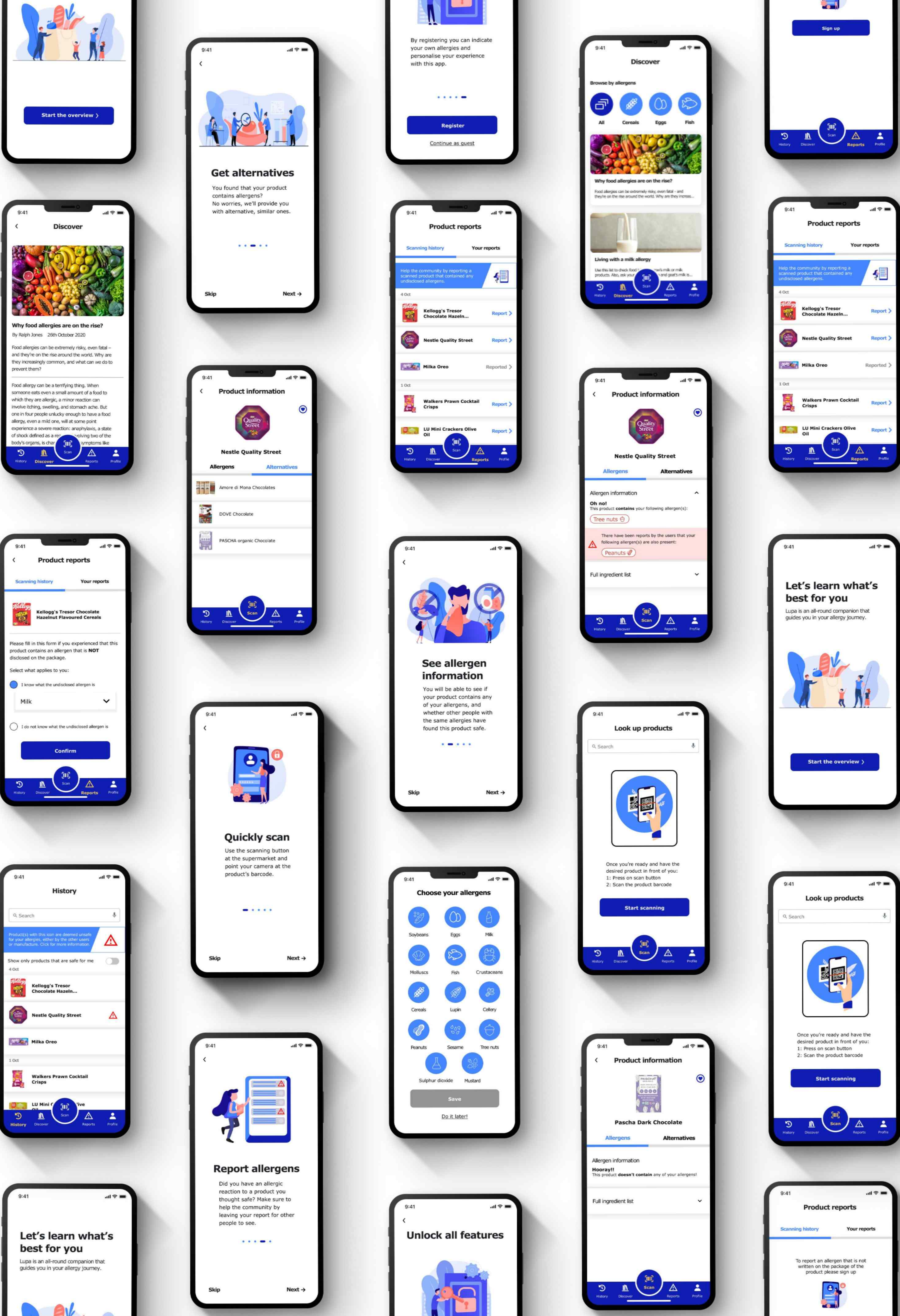
Allergen Finder Mobile Application

Lupa is an allergen finder mobile application that helps allergic people to spot allergens in packaged food by scanning the barcode on the package. In this app, users can personalize their profile based on their allergic reactions, find allergens in packaged food, get allergen-free alternatives, and browse articles related to their allergies. Users can also report a product that has an allergic reaction that is not mentioned in the ingredient list to notify the other users of the app too. This is a group work that I did during my Master's study in a collaboration with Digital Catapult for the UK government.

ROLE: I was responsible for user research, creating the wireframes, creating the interface, branding colours, logo design, and user testing.

FOCUS: In this project, my focus was on creating the app interface based on accessibility principles.

TOOL: Figma



VOLUNTEERING NETWORK

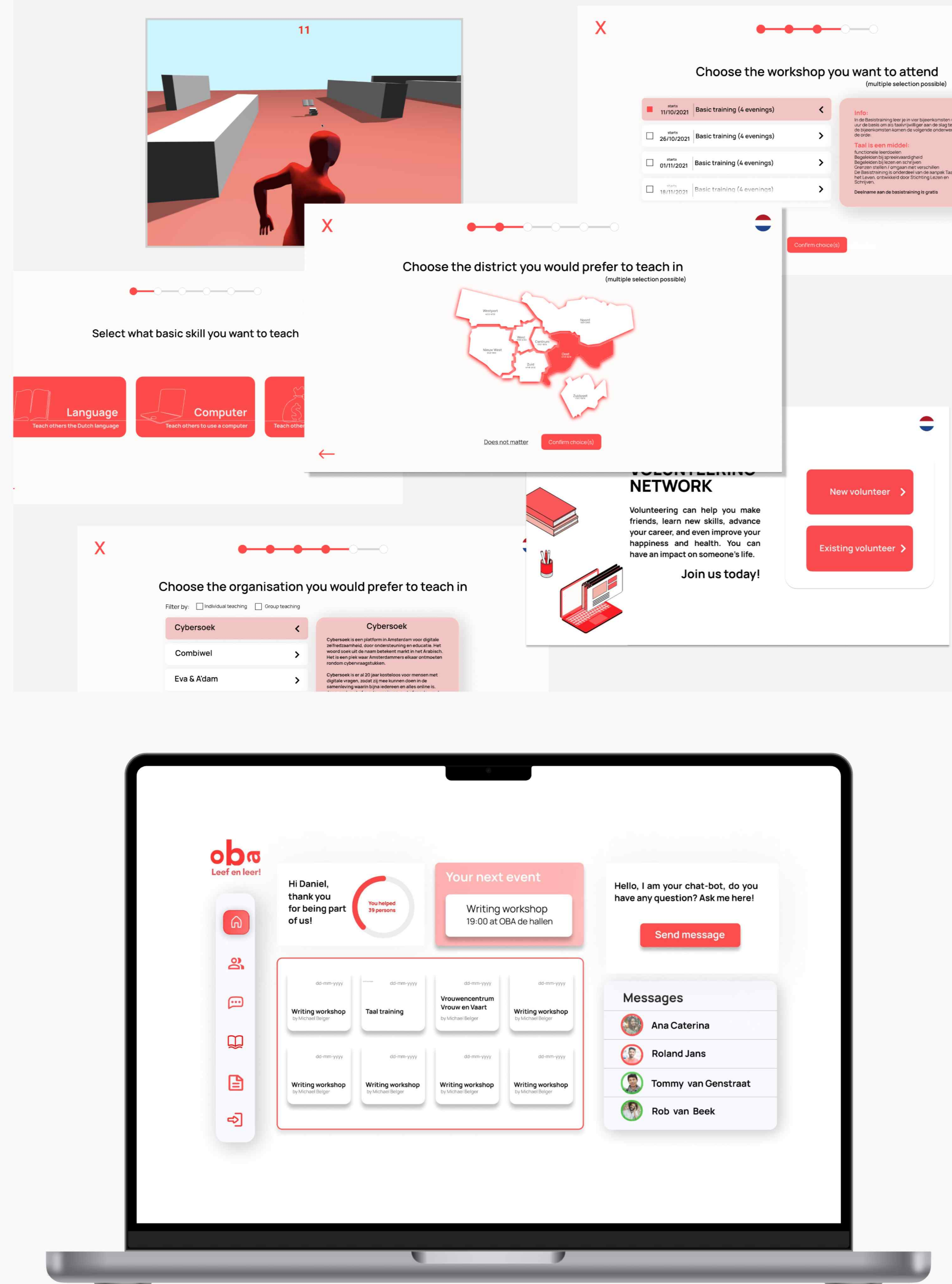
Unified Volunteering Network

Amsterdam is home to many volunteers who, with the help of its public library (OBA) and external volunteering organisations, teach people to read, use the computer or speak Dutch. However, the needs of these volunteers are often unmet due to poor communication with the involved organisations, which hinders their teaching. Improving these services, which ensure a better quality of life for thousands of people, is essential. Through this platform, volunteers can now have a clear overview of their upcoming classes, workshops, and social events. Moreover, they can request teaching spaces and supplies directly to the OBA, significantly decreasing the waiting time. Finally, they have an easy way of staying in touch with their organisations, students, and themselves.

ROLE: I was responsible for user research, creating the wireframes, creating the interface of the screen, and the user tests.

FOCUS: In this project, my focus was on creating a digital solution with encountering the inclusivity and accessibility principles.

TOOL: Figma



OUR BIKE

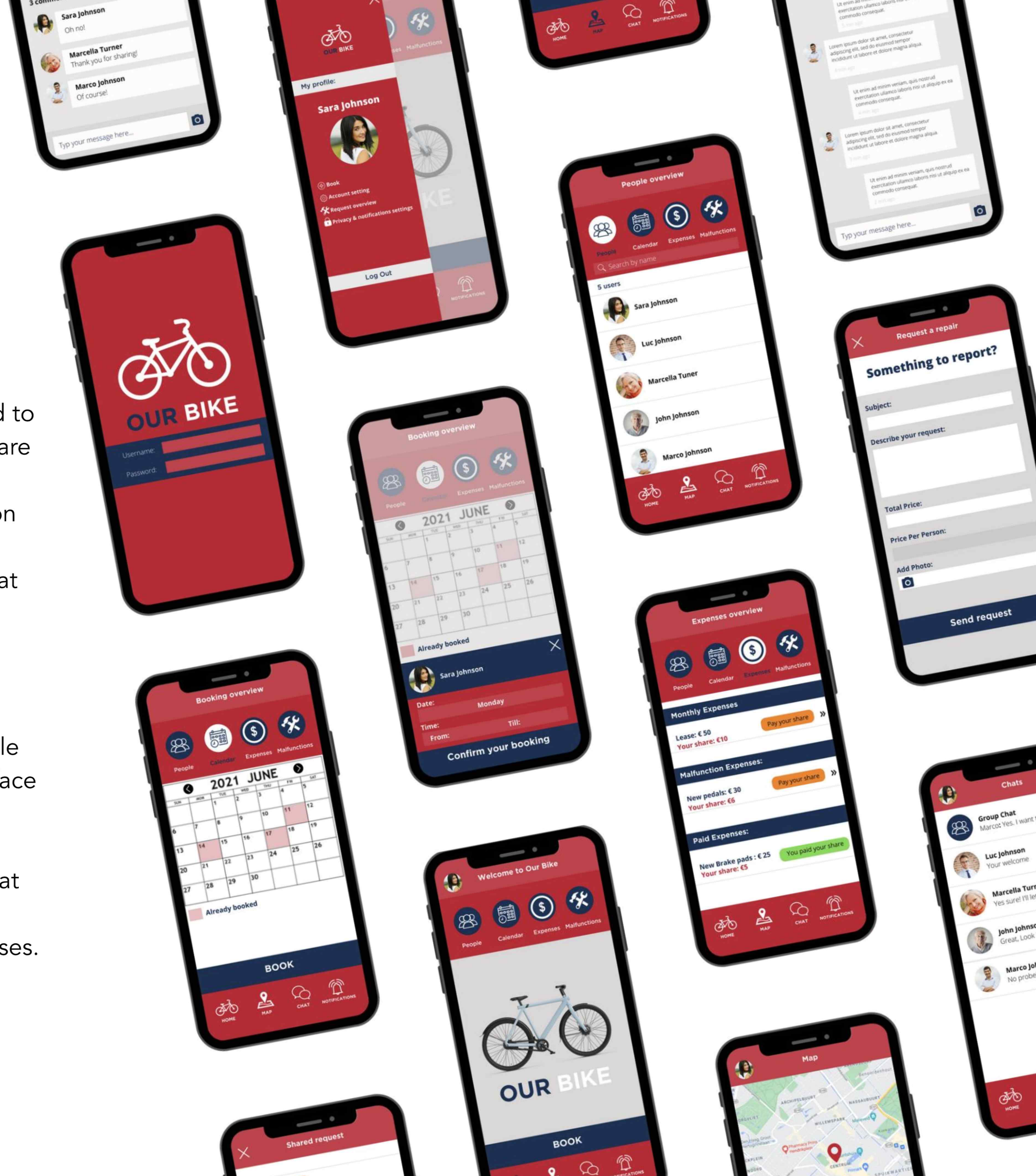
Sharing Bike Mobile Application

OUR BIKE is a mobile/lpad application. This app is aimed to be a helpful tool for households that have one bike to share and use daily. In this app, users can easily book their household bikes for a certain amount of time. Each person can create a profile and book the bike according to the timetable. Users can share problems and malfunctions that may happen to the bike too and if this happens the app made it possible to collect money and have transactions through its safe transactions service.

ROLE: This was an individual project and I was responsible for the whole process from research to creating the interface and the branding.

FOCUS: In this project, my focus was to create an app that can be white - labeled in order to be used by different companies for different sharing or community app purposes.

TOOL: Adobe XD



WHISPERER

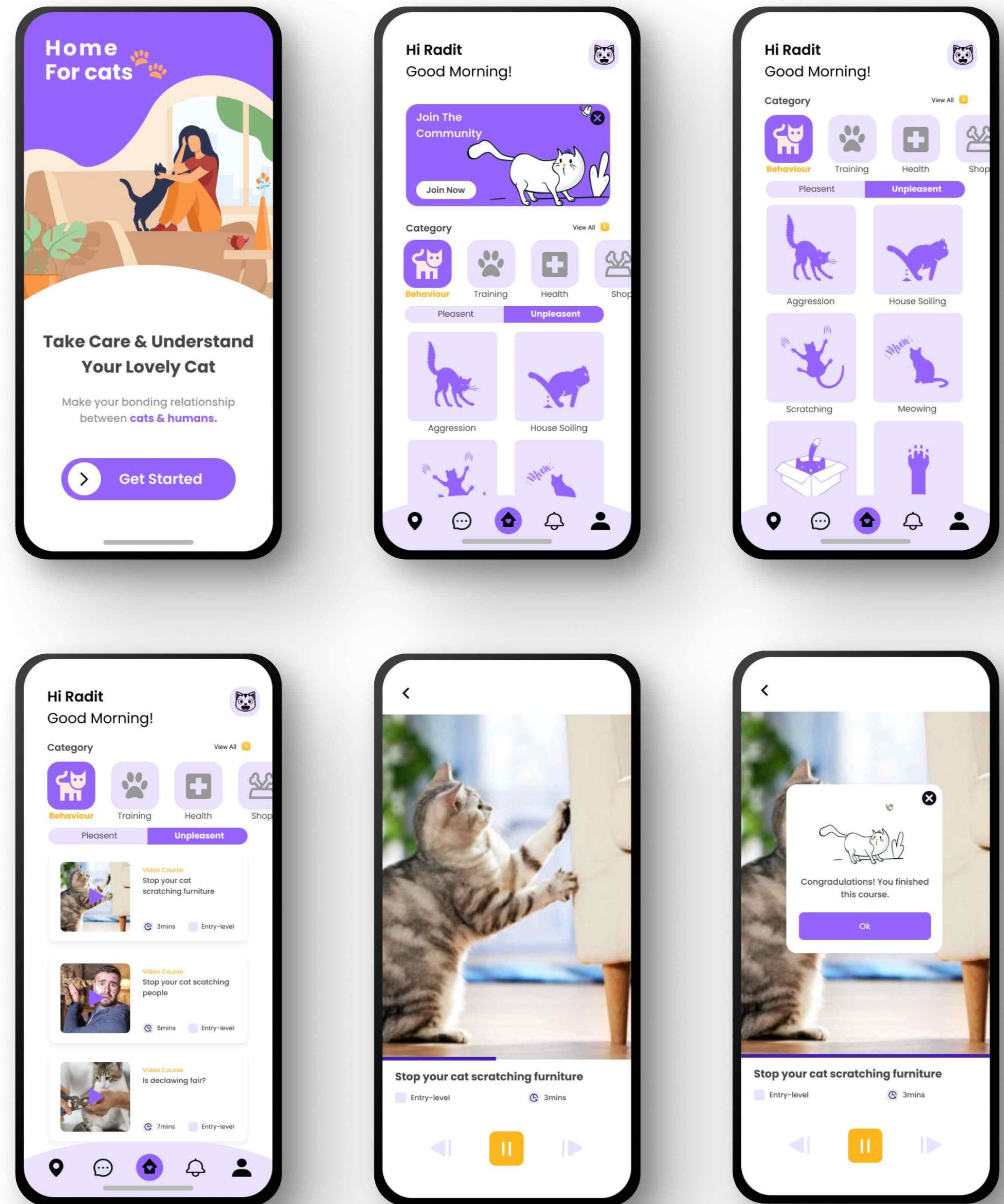
A Companion app for the cat owners

Whisperer is a mobile/Ipad application. This app is aimed to be a helpful app for the cat owners because this app helps cat owners to understand their cat behaviour. By following different courses, the owner can learn how to behave with their cat so that their cat will be trained the way they want them to. Another useful feature is the health feature which is a tool for the owner to keep track of their cat health. Another feature of this app is a shop for the things that are relatable for the cats, like cat food, snacks, toys, and... . This way the owner can order anything they need for their cat. There is also a feature which is an online vet that can answer to the questions that the owner might have

ROLE: This was a group project for me and another UX Designer. And we both were responsible for the whole process from research to creating the interface and the branding.

FOCUS: In this project, my focus was to create an app that can provide a place for people to understand their pets.

TOOL: Figma



Sage

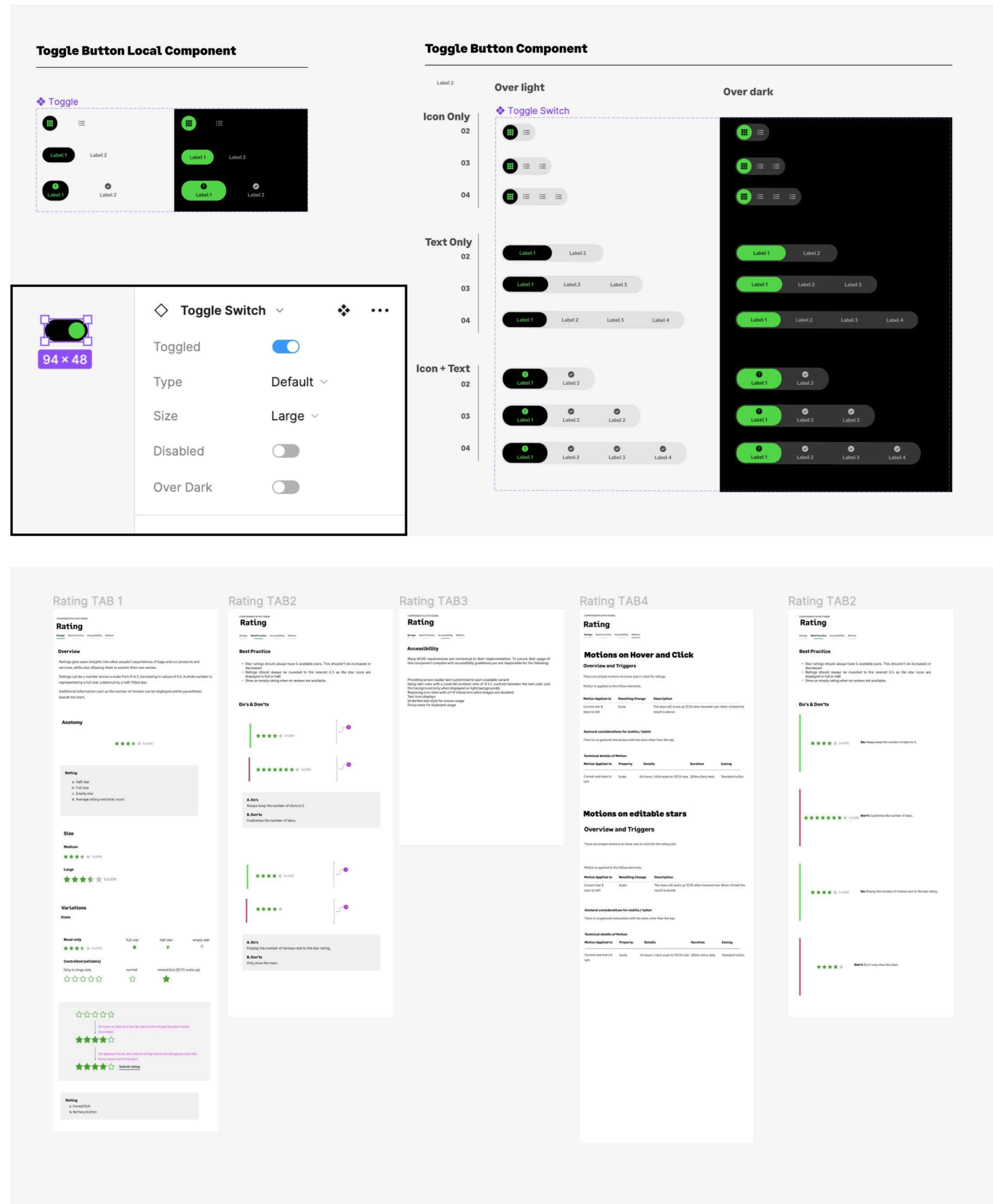
Sage Design System

Sage is the market leader for integrated accounting, payroll and payment systems, supporting the ambition of the world's entrepreneurs. Sage accounting is a software program that allows small business owners to track their income and expenses in multiple currencies, as well as track inventory and manage invoices. This accounting software is suitable for micro businesses and freelancers seeking a platform for keeping their accounts organised.

ROLE: At Sage, I worked on designing user-friendly Design Systems for the Sage.com UI kit library and the internal design system that is used by the designers for Sage.com website. My expertise in wire framing, prototyping, user testing and accessibility in design has enabled me to create intuitive designs that enhance the user experience for the designers within the company. Redesigning the design system library and creating complex components had a very high impact, which resulted in the increase of the consistency between the designer's work within the company and reduced design mistakes. Along with this, I worked on updating the information on the Zero Height website which is design the library for the designers.

FOCUS: Creating accessible design system

TOOL: Figma, Zero Height



KSN STUDIOS

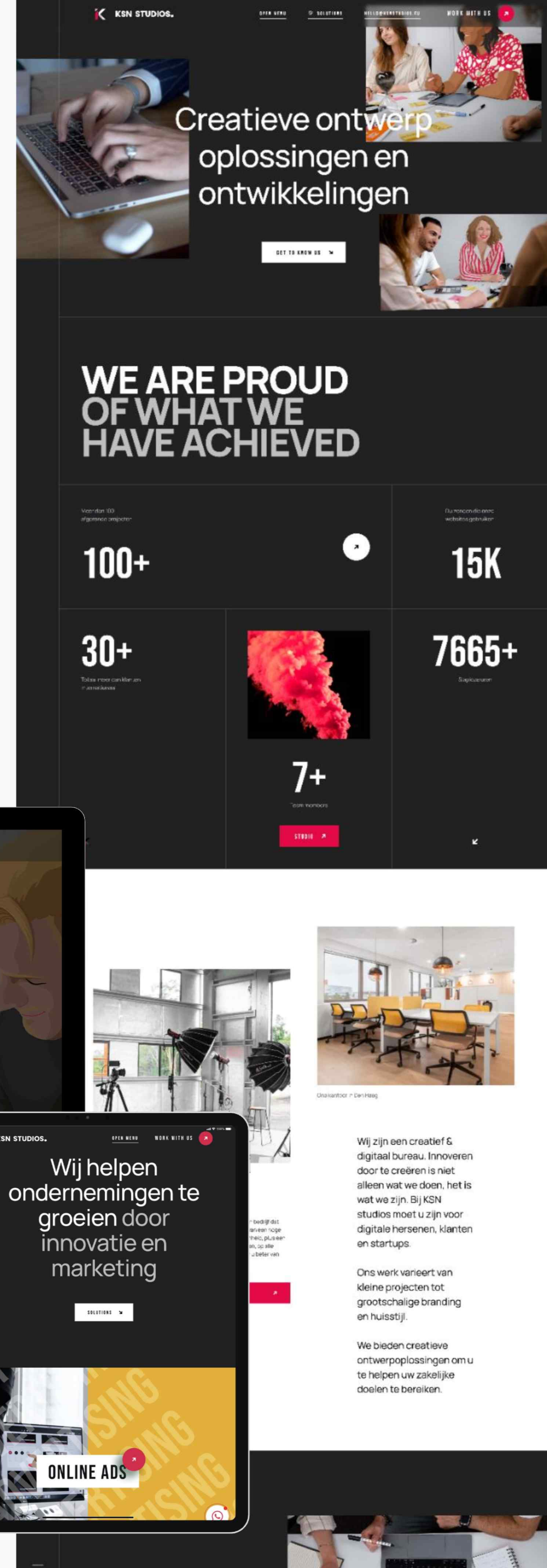
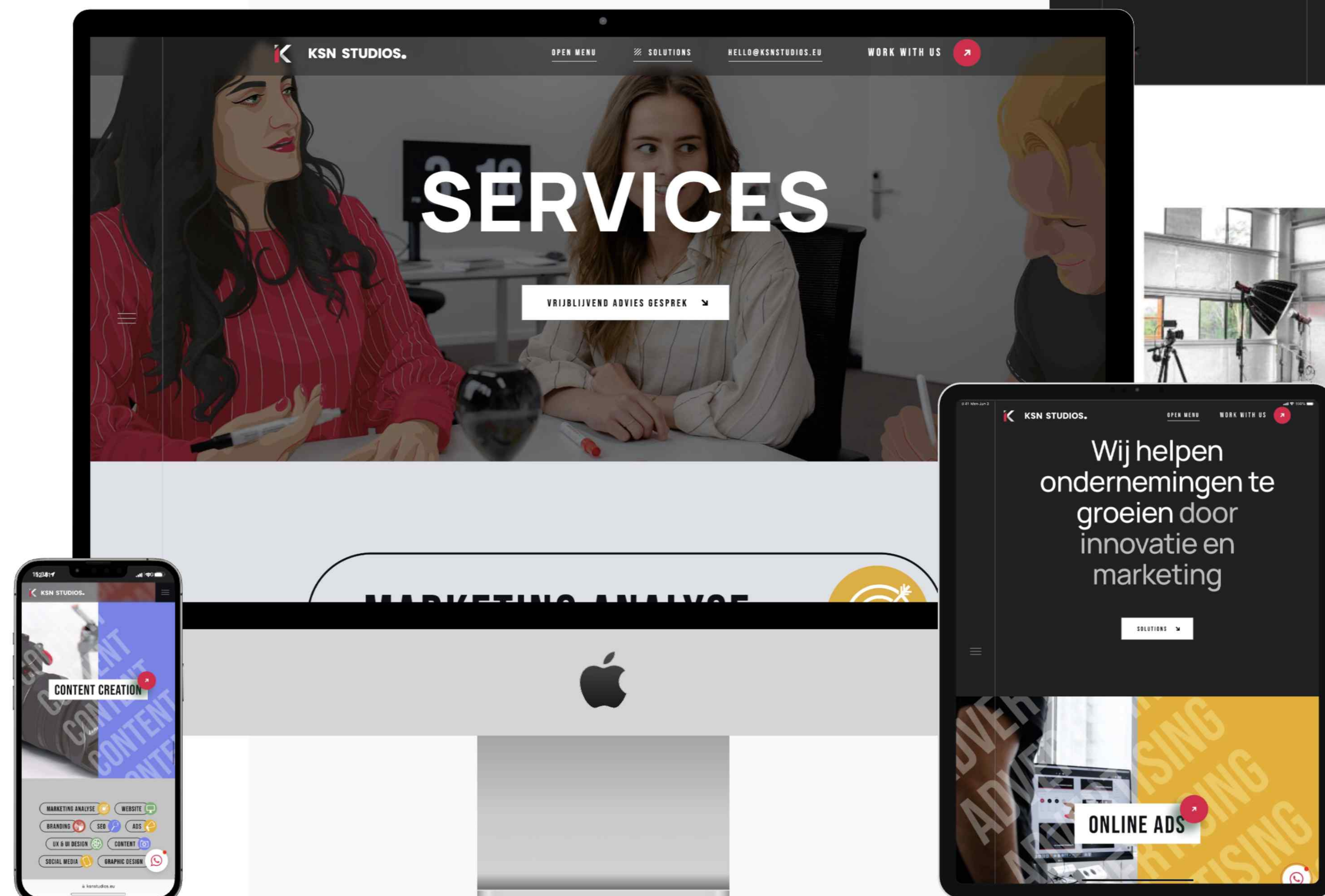
KSN Studios Website Development

KSN Studios is a Digital Marketing Agency. For the rebranding of the agency, we created the new website of agency in Webflow which is a no-code tool. The previous website was created on WordPress and we shifted from that to Webflow which gives more possibility for executing the ideas we had.

ROLE: I was responsible to create a website that showcases all the works and services that KSN Studios provide. I was responsible for creating the part of wireframes and the part of the interface (which is optimized for each screen size), creating the landing pages, and content creation.

FOCUS: In this project, my focus was on creating a no-code website with the newest trends.

TOOL: Webflow



PHYSIQCARE

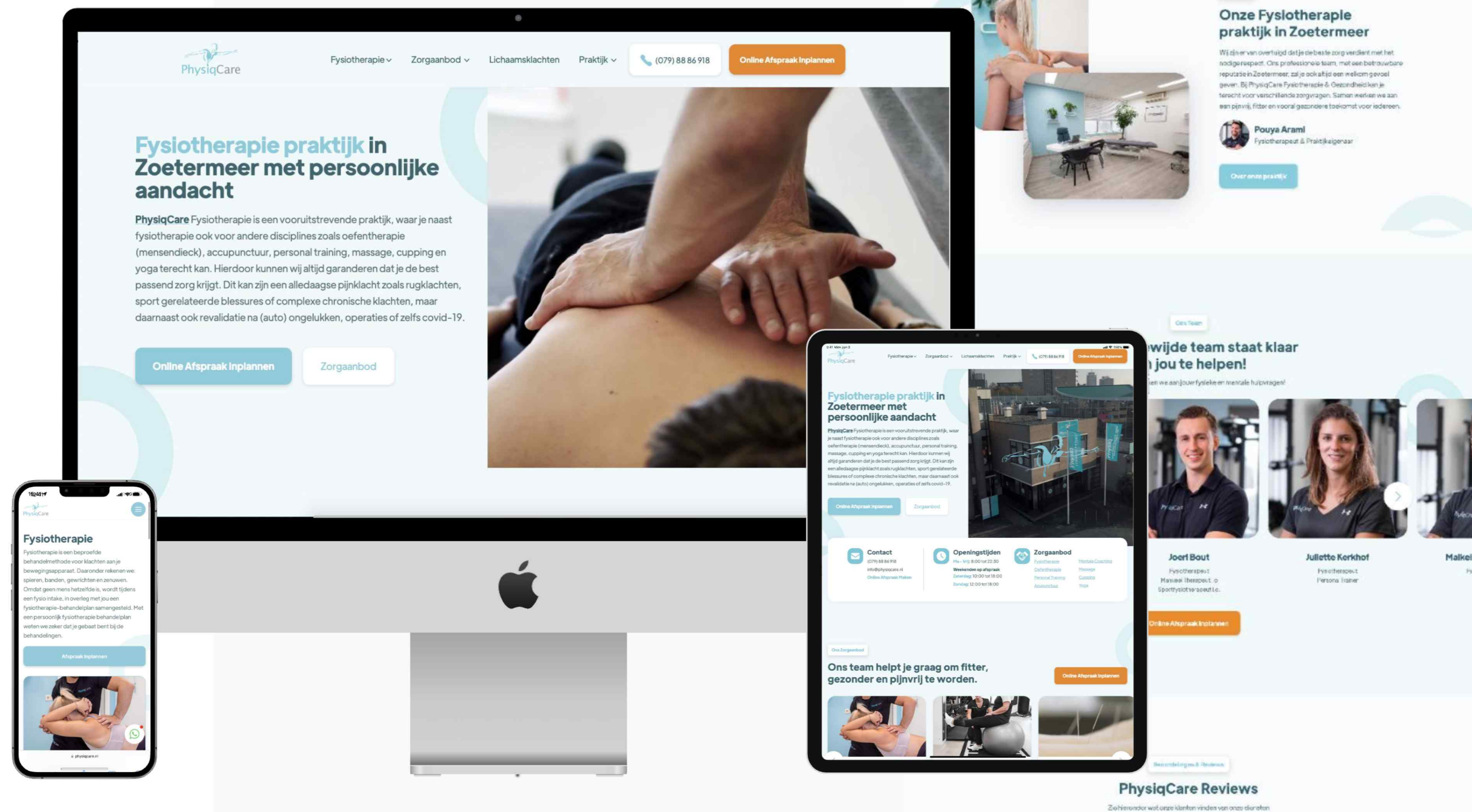
Physiqcare Website Development

PhysiqCare is a Physiotherapy clinic with a reliable reputation in Zoetermeer. They believe that their patients deserve the best care and go out of their way to make sure you always feel welcome and comfortable. Our work was to create a perfect user experience for the current and new patients that visit their website.

ROLE: I was responsible for Marketing Research, Brand Identity, Website Development, Content Creation, and Social Media Management.

FOCUS: In this project, my focus was to work hand in hand with the client to on apply suitable digital strategies with a focus on local market growth.

TOOL: Webflow



MAFIA BITES

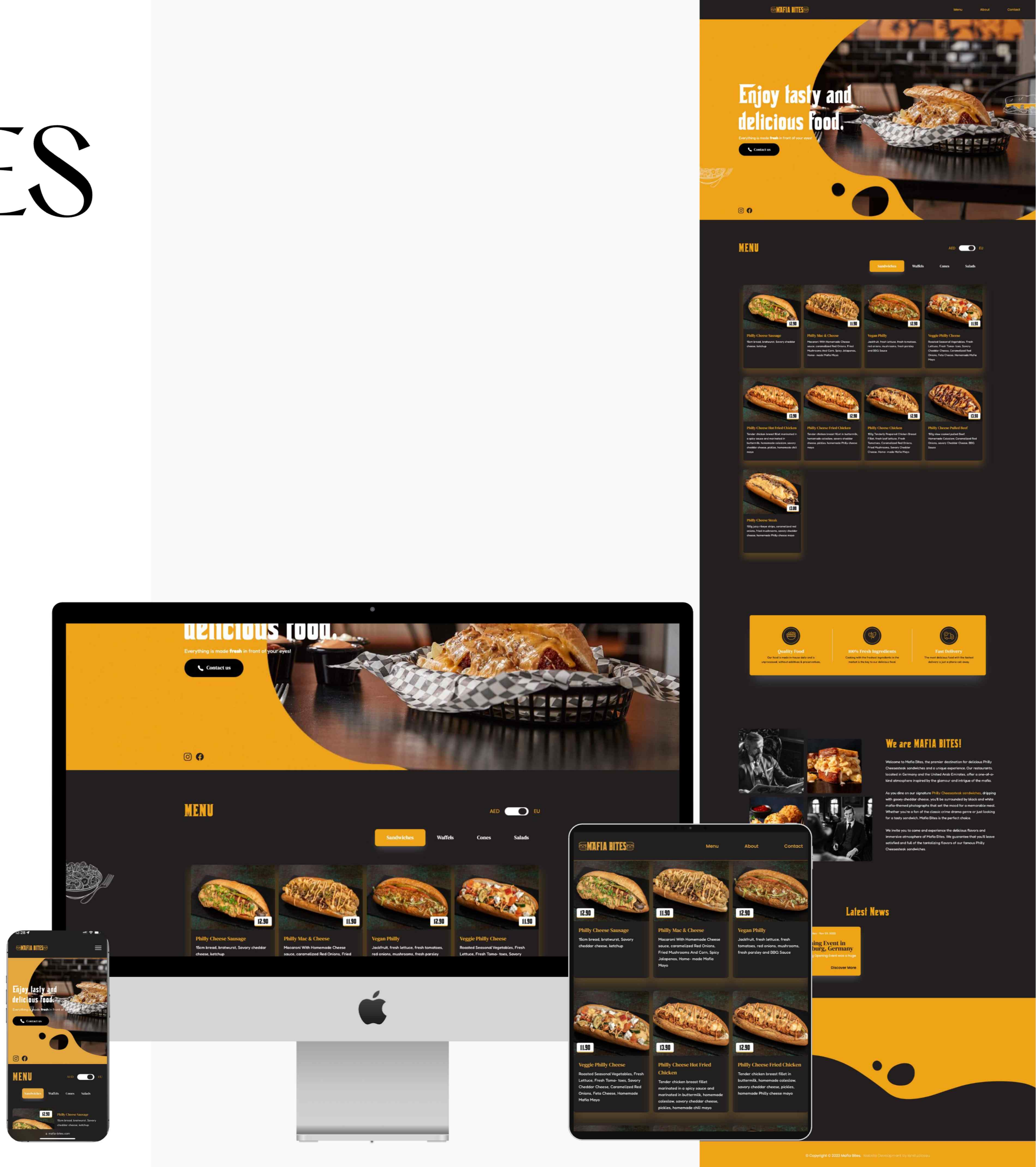
Mafia Bites Branding & Website Development

Mafia Bites is a restaurant franchise in Hamburg and Dubai. They offer a one-of-a-kind atmosphere inspired by the glamour and intrigue of the mafia.

ROLE: I was responsible for the partial website design, branding and content creation.

FOCUS: My focus for Mafia Bites was to build brand awareness and create brand identity and content that engages the customers.

TOOL: Webflow



DAN DENTAL

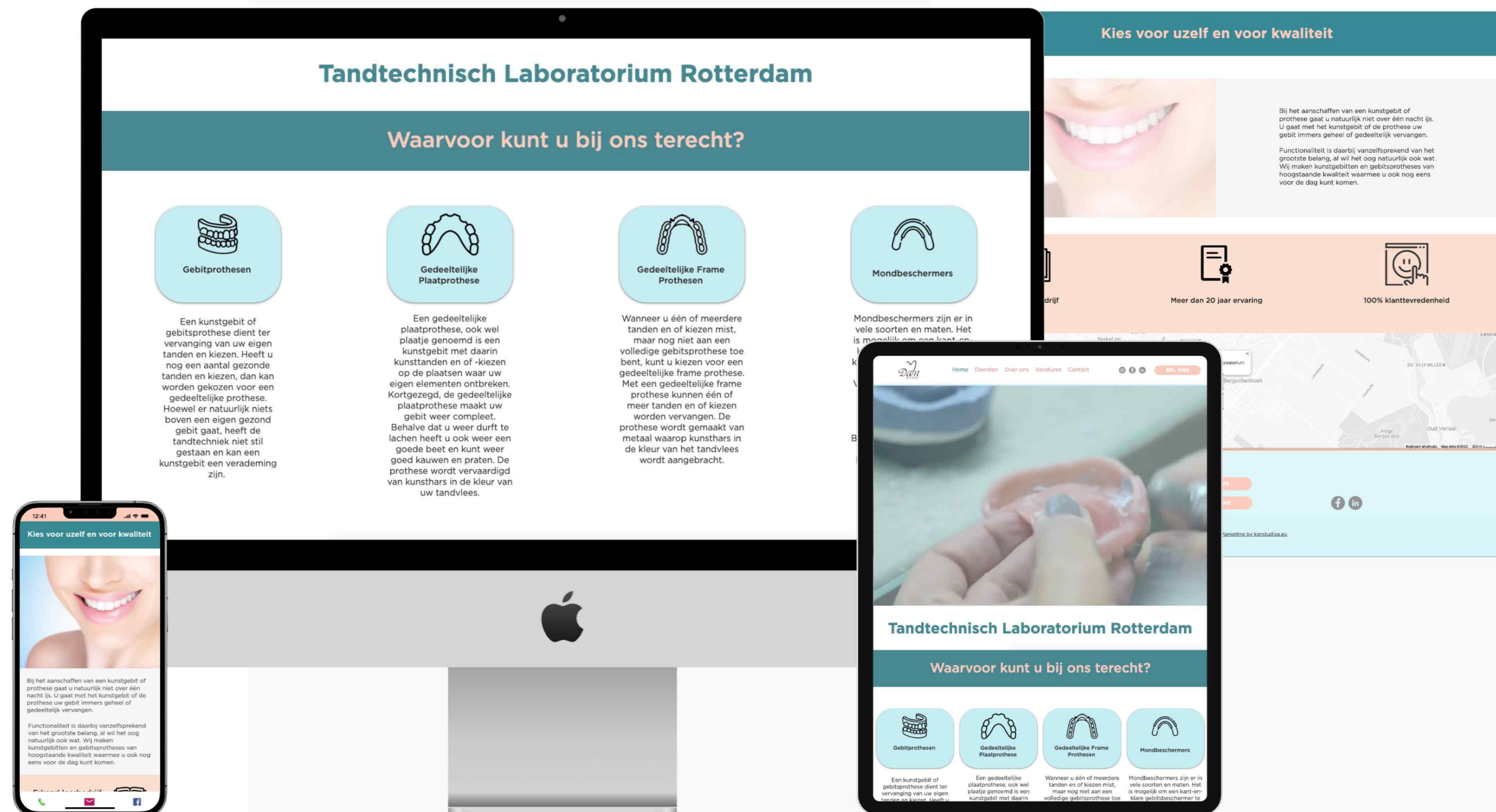
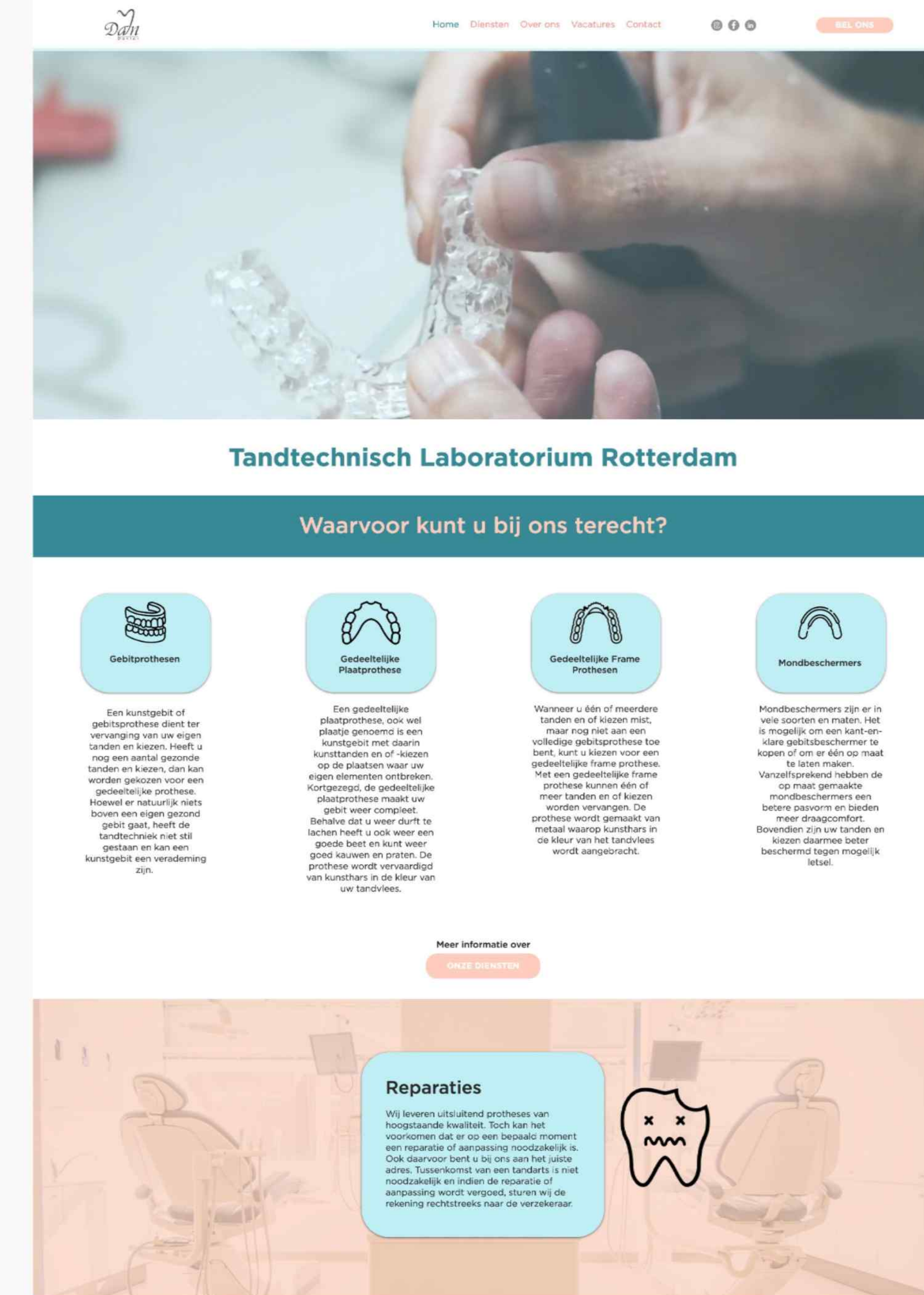
Dan Dental Website Development

Dan Dental is a dental laboratory in Rotterdam. This lab works with dentists to produce all the supplies for patients. Think of prostheses and mouthguards. We have developed a website for Dan Dental and created the necessary content for this.

ROLE: I was responsible for the complete website design and content creation.

FOCUS: My focus for Dan Dental was to build brand awareness and be found online. The website and findability have resulted in Dan Dental being invited to the television program 'Op de Zaak' by RTL7, which is broadcast every Sunday from 13:00-13:30.

TOOL: Wix



FLORENCE COMPANY

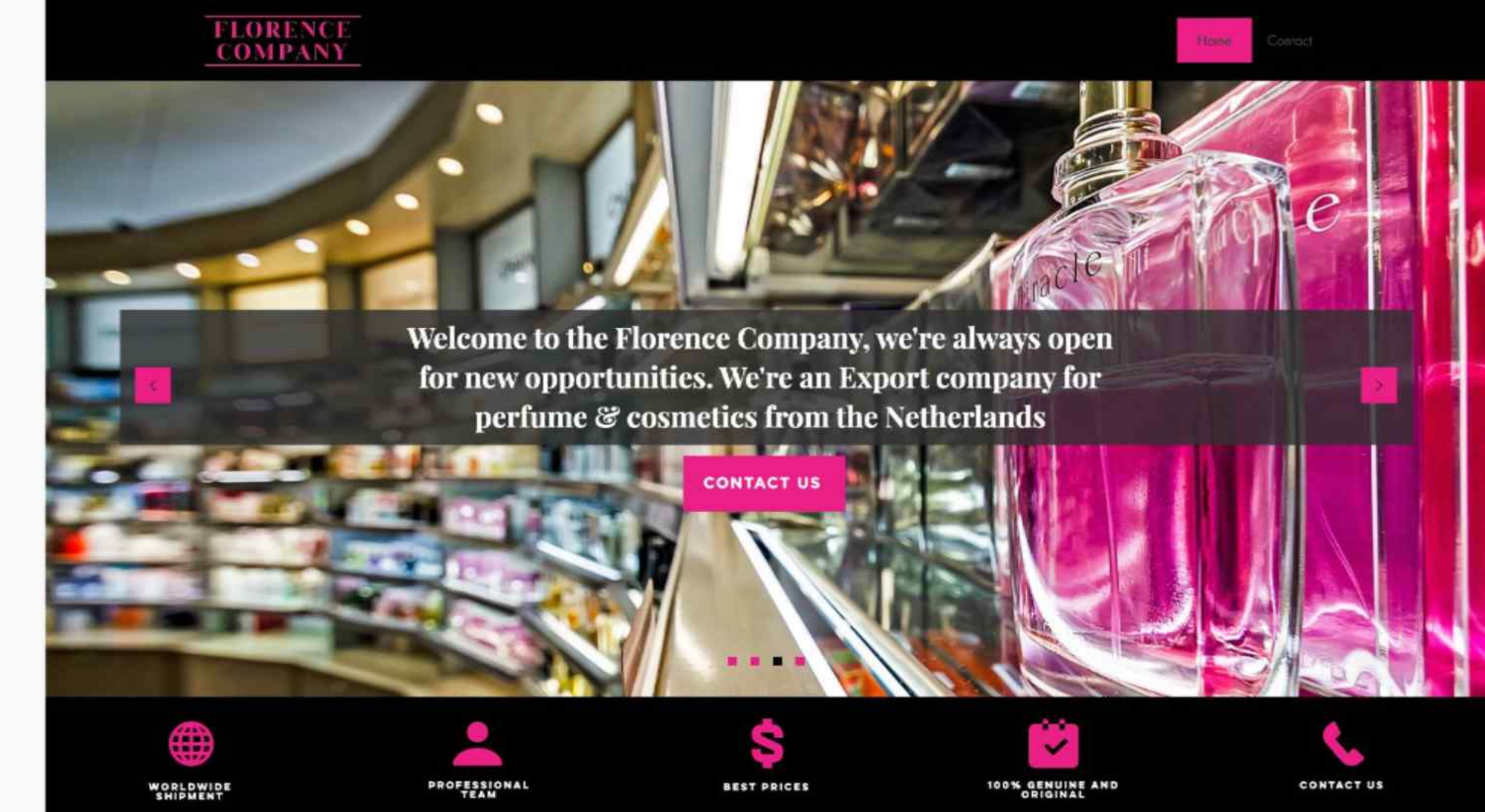
Florance Company Website Development

Florence Company is a retailer and wholesaler located in Bleiswijk. Specialized in exclusive Cosmetics and Perfume. We developed a website and a complete branding for them.

ROLE: I was responsible for creating the branding and the interface of the website on Wix.

FOCUS: In this project, my focus was to create a complete website in a month as it was asked by the client.

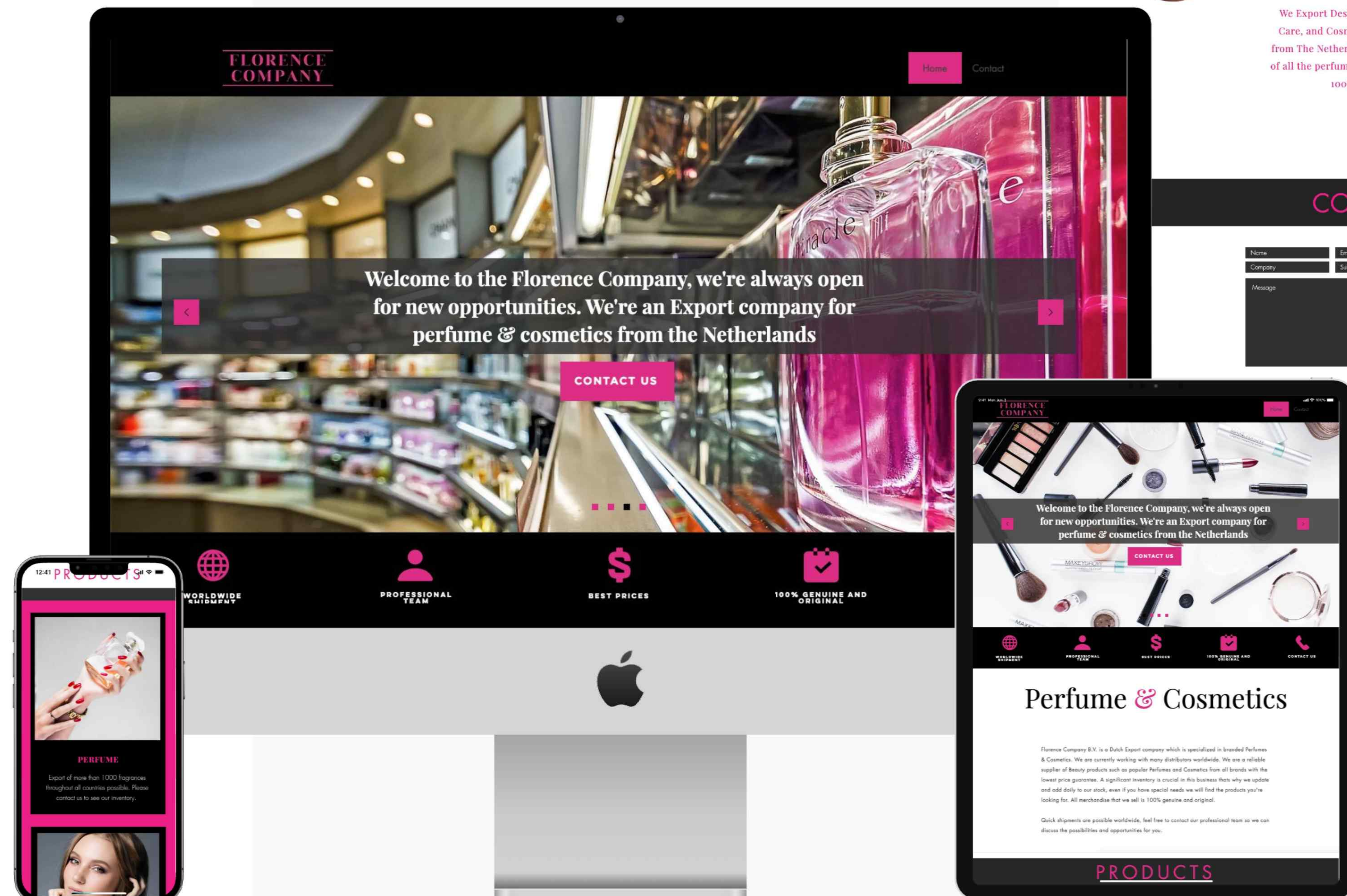
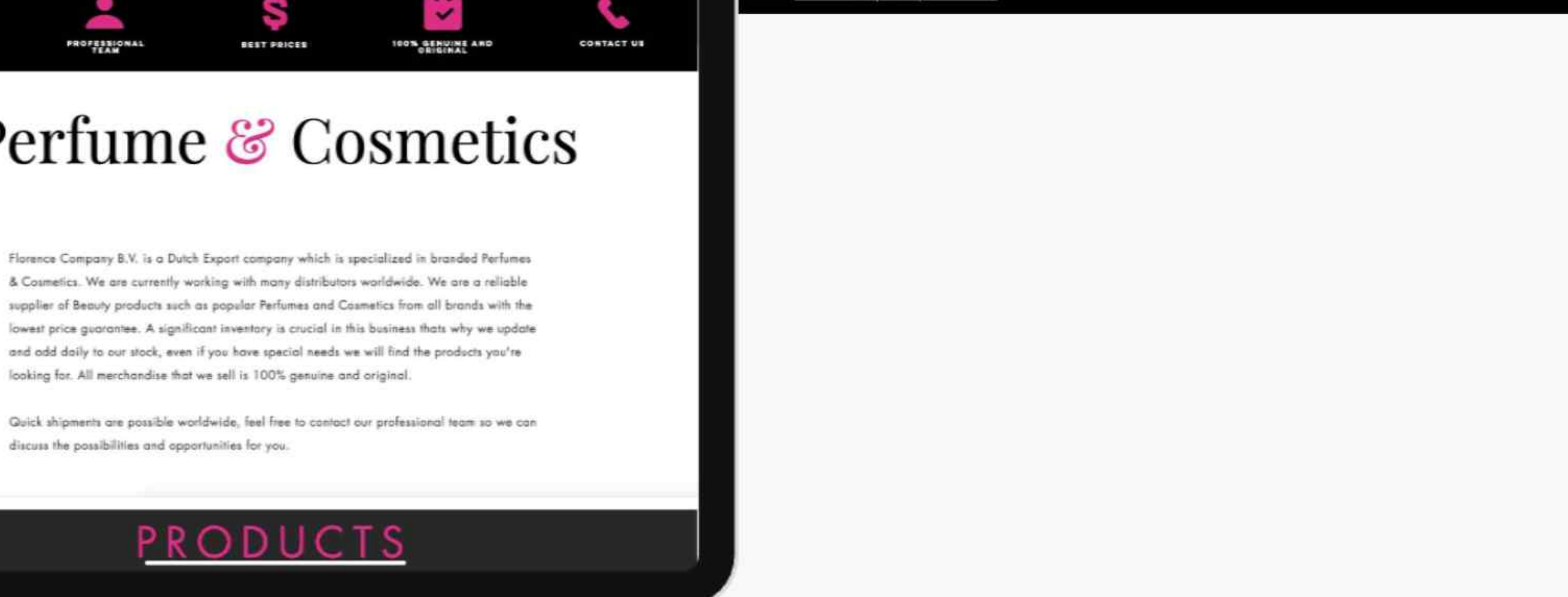
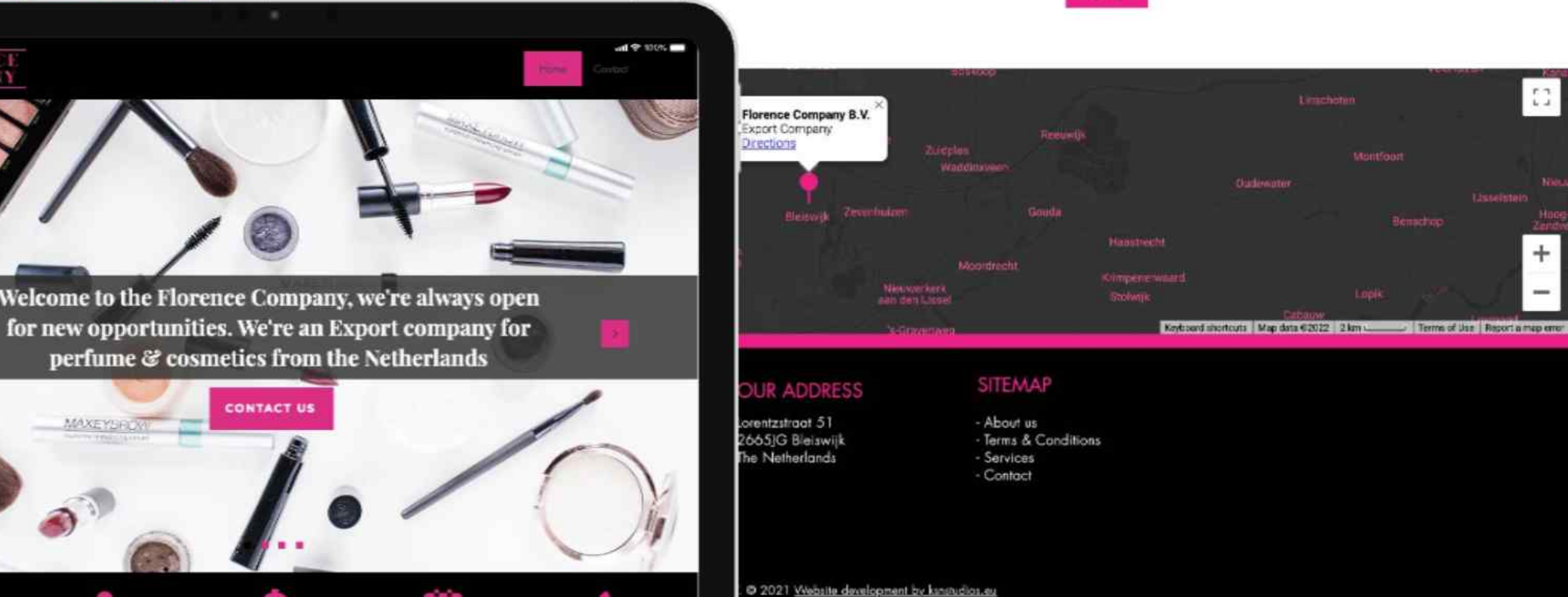
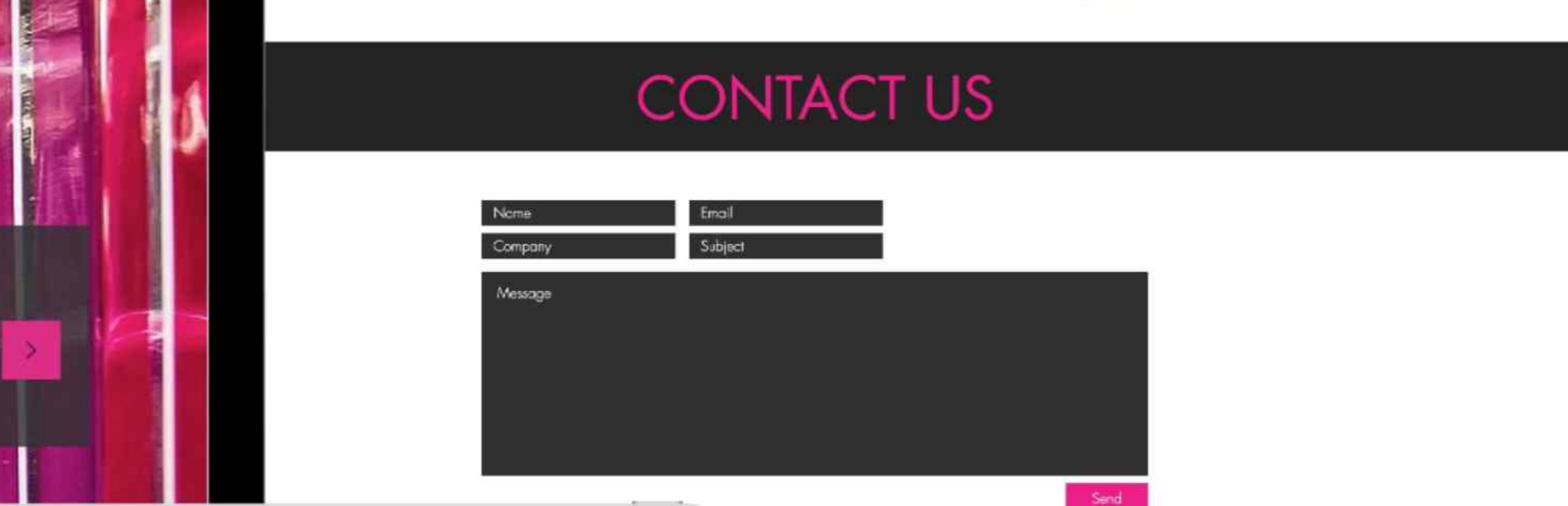
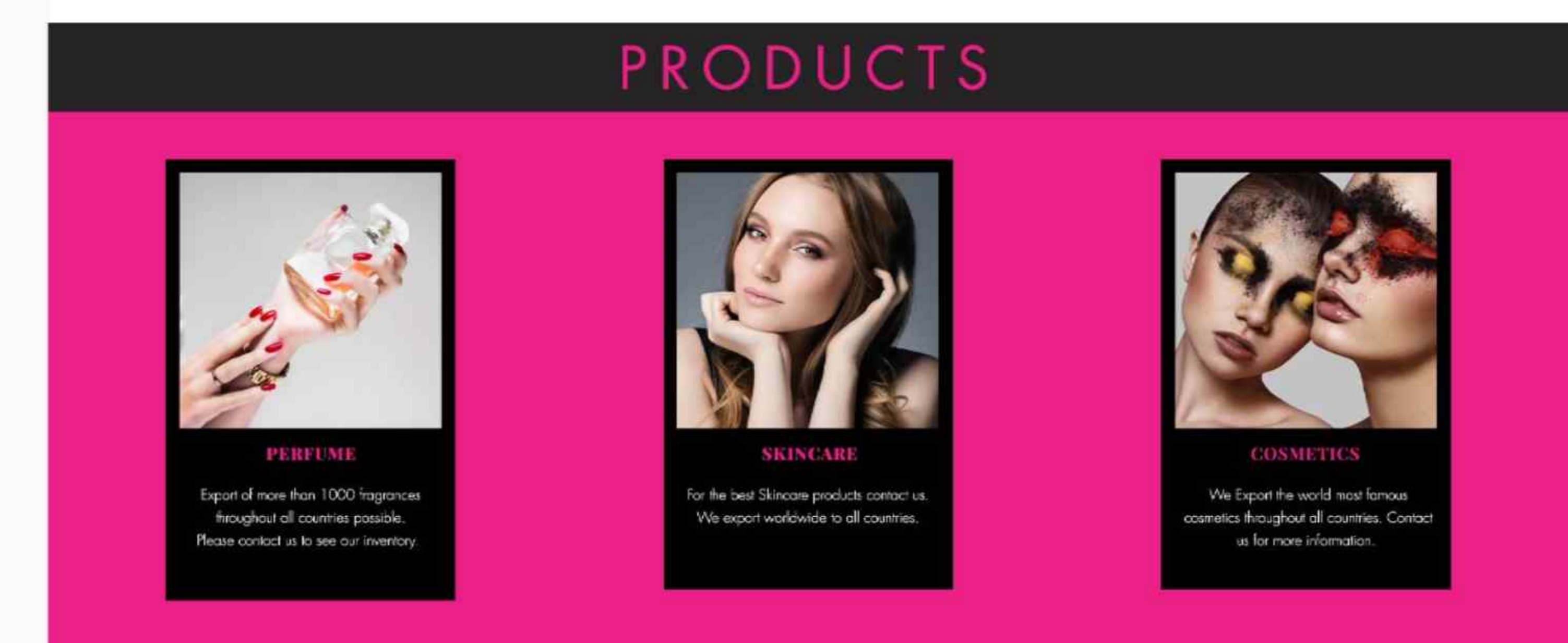
TOOL: Wix



Perfume & Cosmetics

Florence Company B.V. is a Dutch Export company which is specialized in branded Perfumes & Cosmetics. We are currently working with many distributors worldwide. We are a reliable supplier of Beauty products such as popular Perfumes and Cosmetics from all brands with the lowest price guarantee. A significant inventory is crucial in this business that's why we update and add daily to our stock, even if you have special needs we will find the products you're looking for. All merchandise that we sell is 100% genuine and original.

Quick shipments are possible worldwide, feel free to contact our professional team so we can discuss the possibilities and opportunities for you.



TEESINNlich

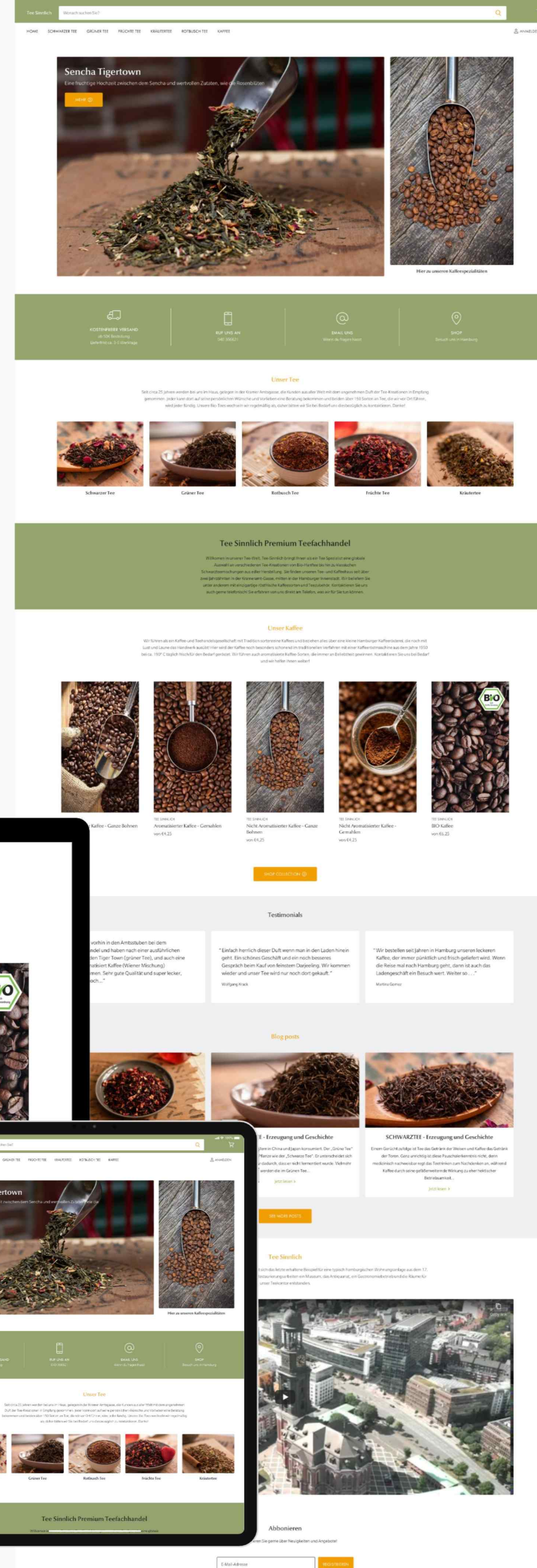
Theesinnlich Website Development

Tee Sinnlich is a Premium Tea Trade located in Hamburg. As a tea specialist, Tee-Sinnlich offers a worldwide selection of different tea creations, from organic herbal tea to classic black tea blends of noble production. We developed an online webshop in 2018, including all necessary Content for the website.

ROLE: I was responsible for creating some parts of the website and the photography of the products.

FOCUS: My focus was to create a good user experience when they are buying something from this website and also showcase the products with good photos.

TOOL: Shopify



Thank
you!