

LISANNE BAKKER

UX/UI & DIGITAL DESIGNER

I create intuitive digital products by combining user experience design, user interface design, and corporate branding. With a multidisciplinary background in design and photography, I bring both creativity and structure to product development.

#TEAMPLAYER #EMPATHETIC #CURIOUS #HELPFUL #PROACTIVE #STRATEGICTHINKING

EXPERIENCE

UX/UI DESIGNER | IN TIME TEC

Nov 2024 - Present

At In Time Tec Netherlands, I **lead UX/UI design** while also stepping into **business analysis and product ownership** responsibilities. I work closely with clients from kickoff to delivery, ensuring requirements are clear, feasible, and aligned with business goals. My work included:

- ✦ Lead UX/UI design for Dutch projects, from discovery to delivery.
- ✦ Conduct client workshops, define requirements, and translate them into user stories.
- ✦ Create personas, journeys, wireframes, design systems, and prototypes.
- ✦ Act as product owner/BA: align business needs, timelines, and feasibility.
- ✦ Bridge between clients and dev teams (NL, India, US) to resolve constraints.
- ✦ Contribute to management discussions on product and process improvements.

FREELANCE | ATSBY VISUALS

Jan 2022 - Present

Under the name Atsby Visuals, I work on a **variety of creative projects**. From photography assignments to graphic design and web design, I create a wide range of digital deliverables for different clients and purposes.

UX/UI LEAD | WALNUT

Aug 2023 - Oct 2024

At Walnut, I led the design of user interfaces for web and mobile, focusing on creating intuitive, user-friendly experiences and:

- ✦ Worked closely with cross-functional and offshore teams to deliver high-quality designs.
- ✦ **Managed and mentored interns**, providing guidance throughout the design process.
- ✦ Gathered user feedback to improve the UI iteratively.
- ✦ Created **wireframes, prototypes, and high-fidelity designs** in Figma.

Read about these 3 experiences on the next page

DOG EVENT PHOTOGRAPHER | KYNOWEB

INTERACTION DESIGN & BRANDING | LOYYO | INTERNSHIP

GRAPHIC DESIGN | FLAX.MARKETING | INTERNSHIP



Full name: Lisanne Bakker (1998)

SKILLSET

Product & Project Skills

Requirements Gathering · Scope Definition · Stakeholder Management · Backlog Prioritization · Feature Roadmapping · Cross-functional Collaboration

Frameworks & Methodologies

Agile · Scrum · Lean · Design Thinking · Human-Centered Design · Double Diamond

Tools

Figma · Adobe Creative Suite · Microsoft Office · Monday.com · Notion

Technical

HTML · CSS

Languages

Dutch (native) · English (fluent)

More

Krav Maga · Coffee · Dogs

EDUCATION

MEDIA DESIGN | MBO 4

2020-2023 | Media College Amsterdam

PHOTOGRAPHY | MBO 4

2017-2020 | Fotovakschool Rotterdam

SAFETY AND SECURITY MANAGEMENT

| HBO BACHELORS

2016-2017 | Hogeschool INHOLLAND

HAVO

2011-2016 | Comenius Lyceum Capelle



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EXPERIENCE

DOG EVENT PHOTOGRAPHER | KYNOWEB

Mar 2016 - Present

- ✦ As a dog **photographer** at various dog shows, I was tasked with:
- ✦ Studio photography: focused on dogs portraits.
- ✦ Impression photography: aimed at showcasing the overall atmosphere and capturing the unique character and energy of the event.

INTERACTION DESIGN & BRANDING | LOYYO | INTERNSHIP

Feb 2022 - Jun 2022

- ✦ As an intern at Loyyo, a financial technology company:
- ✦ I managed to transform their **visual identity**.
- ✦ I timely designed digital and physical products such as an one-pager, multiple SaaS interfaces, as well as preparing illustrative presentation materials.
- ✦ I autonomously **designed and developed** their new website.

GRAPHIC DESIGN | FLAX.MARKETING | INTERNSHIP

Sep 2021 - Jan 2022

Hyperme Marketing (f.k.a. Flax.Marketing) is a marketing agency for business to business customers. As a graphic design intern:

- ✦ I created **visual content** such as flyers, magazines, papers and social media posts for clients.
- ✦ I collaborated with the team to develop creative strategies and translated them into visual concepts and products.

VOLUNTEERING

WEB DESIGN & MARKETING | DUTCH INSTITUTE FOR SELFDEFENSE

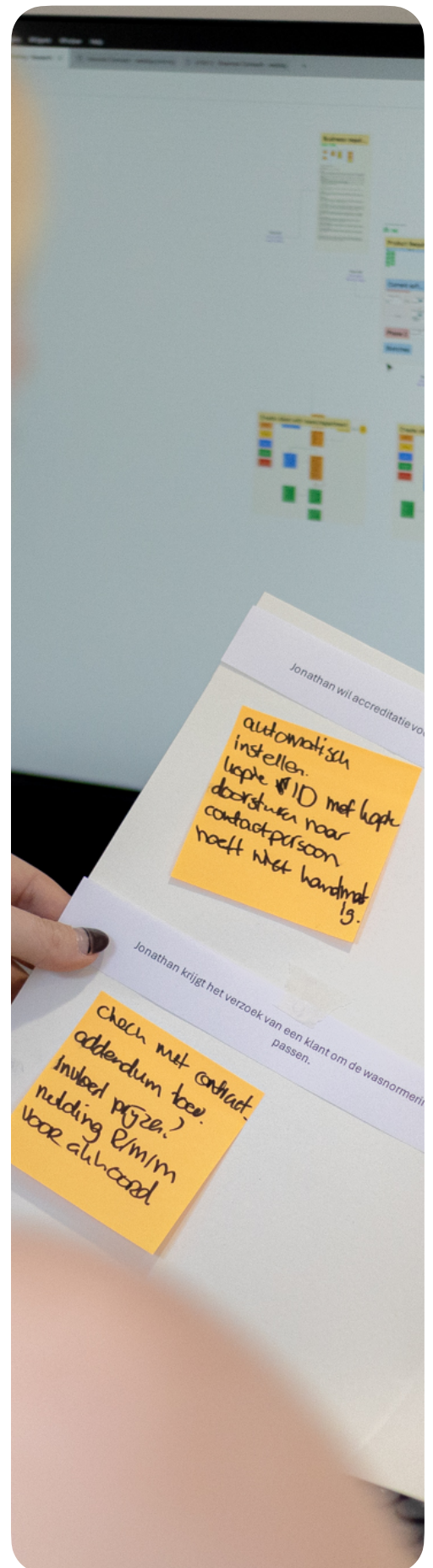
Dec 2024 - Present

Driven by my passion for Krav Maga and to support my club after the challenges of the pandemic, I contributed to the creative and business side of the organization. My role included **designing the new website**, coordinating with external partners for development, **and supporting marketing** efforts through feedback, strategy creation, and implementation.

EDITORIAL DESIGN | DE FRYSKE HOUNEN BY NVSW

Dec 2020 - Jul 2023

I volunteered as an **editorial designer** to gain experience in the field. My responsibilities included layout design, image selection, and collaborating with writers to bring their ideas to life.



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