

# ✱ JOSEPHINE SAPARIA-LAMBERS ✱

Brand & Visual Designer

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## Education

2021 – 2022 **Bachelor's Degree**  
Graphic & Digital Media  
AP Hogeschool Antwerp

2017 – 2021 **Bachelor's Degree**  
Graphic Design  
Mediacollege Amsterdam

## Languages

English (Fluent)

Dutch (Native)

## Software

Adobe Creative Cloud

Affinity

Figma

Procreate

Trello

Slack

MS Office

## Skills

Brand Development

Product Design

Advertising Campaigns

Illustration

Brand & Visual Designer with a degree in Graphic & Digital Media and a growing focus on brand design, illustration, UX/UI, and FMCG. Skilled at turning visual strategy into clear, engaging design across digital and print. Seeking a role in brand and packaging design, with a focus on illustration-led branding.

## Work Experience

- 2024 – now **Recruitment & Creative Support** (Part-time)  
W&S Logistiek | Remote  
*Supported end-to-end recruitment processes by designing clear, consistent job advertisements and candidate materials, applying design thinking to improve information clarity, internal workflows, and professional communication in a remote working environment.*
- 2022 – 2024 **Illustrator & Graphic Designer** (Freelance)  
Self-employed  
*Alongside client work, this period was used to deepen illustration and visual design skills through self-initiated projects, including publishing a first children's book, creative livestreaming, and completing small community commissions to build consistency, speed, and visual confidence.*
- 2019 – 2020 **Product & Visual Designer**  
Create BV | Alkmaar, NL  
*Led design of multiple presentation decks that secured significant investments and served as the sole designer on a major medical software application, collaborating with developers and product managers to deliver a tested, user-focused solution in small-scale hospital trials while also producing brand visuals, layouts, and production-ready assets.*
- 2019 – 2020 **UX/UI Designer**  
Specialist in Websites | Alkmaar, NL  
*Applied UX principles to design and refine website interfaces, wireframes, and layouts, resulting in improved user clarity, smoother navigation, and more intuitive interaction flows for 25+ websites.*