

Yoel Martherus

Multidisciplinary designer

www.yoel.digital

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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

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 (CC)
Webflow	Framer
Zeplin	Blender
Procreate	Customer.io
Google Slides	OpenAI Codex
Lottie	Claude

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)

Supplemented by

Webflow Partner certification
(certification, 2020)

UX: The Ultimate Guide to Usability and UX
(certification, 2020)

10+ years of senior professional experience at HBO/university level. (HBO/WO werk- en denkniveau)

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 – 2025

Created visual assets for social media, email marketing, explainer animations, in-app illustrations and merchandising. Consulted by the UI/UX team for interface enhancement, maintaining high-quality visual design standards, and developing Design Systems. Conducted task analyses and create user journeys and UX scenarios to inform design decisions. Also contributed 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. Built and maintained the product Design System and conducted task analyses to map workflows. Developed user journeys and UX scenarios to guide product strategy. Collaborated with engineering to align interface design with data requirements. 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. Mapped user journeys and conducted task analyses to identify friction points. 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. Established the product Design System and performed task analyses to map user workflows. Developed user journeys and interaction scenarios to guide the UI redesign. Collaborated with engineering via API documentation to ensure design-to-development alignment. 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 user journeys and visual storytelling scenarios to communicate complex products clearly. 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.