

SKILLS

AI-assisted design workflows	UI/UX design
Brand design	Product design
Responsive web design	App design
Prototyping	Wireframing
User research	Web development
Art direction	Graphic design
Logo design	Digital illustration
Motion design	Animation
Presentation design	Self-management
Data visualization	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	Google Slides
OpenAI Codex	Lottie
Customer.io	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 (2020)

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

10+ years of senior professional experience at HBO/university level

EXPERIENCE

Owner and Lead Designer

yoel.digital • Amsterdam, Netherlands • 2014 – current

Leading a creative agency providing full-stack design services globally, specializing in brand design and product design. Worked with clients across EMEA and APAC, delivering customized solutions for industries such as Fintech, SaaS, healthcare, and e-commerce.

Brand Designer

Fizz • New York, NY • 2023 – 2025

Created visual assets for social media and marketing, and led in-app design efforts for a fintech platform. Contributed to the development of Design Systems and UX scenarios, enhancing user interface and visual standards.

Founding Designer / Head of Design

Minimum • London, United Kingdom • 2021 – 2022

Directed brand, web, and product design, influencing the company's strategic direction and investor presentation. Cultivated a Design System that integrated UI/UX principles with product strategy, supporting two successful seed funding rounds.

Designer / UX Specialist

Rune • San Francisco, CA • 2021 – 2022

Led UX enhancements using real user data, crafted new user interfaces, and optimized brand design for a gaming and communications app. Developed interaction animations aligned with user workflow.

Visual Design / UX Design Lead

Zelios • Los Angeles, CA • 2020 – 2021

Managed visual design projects, including branding and UX/UI redesigns leading to over 50% sales increase. Developed Design Systems in collaboration with engineering teams to improve interface and advertising reach.

Graphic / Web Designer

Fresqo • Amsterdam, Netherlands • 2015 – 2017

Specialized in storytelling-driven design for digital and print, producing animations and branding for startups. Developed compelling user journeys to communicate complex ideas visually.

Graphic Designer

Mr. President • Amsterdam, Netherlands • 2014 – 2017

Crafted high-impact presentations for high-profile clients such as Gucci and Nestlé, delivering pitch decks and internal presentations that effectively communicated brand messages.

Junior Graphic Designer

Bridgevest • Rotterdam, Netherlands • 2014

Supported design projects for financial communication firms and large corporations, focusing on website and campaign design to enhance user understanding of pension and financial services.