

Yoel Martherus



Product & Brand Designer

● Open to in-house design roles

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EU citizen · authorized for contract work worldwide

Summary

Product and brand designer with **10+ years** shipping end-to-end design across SaaS, fintech, gaming, and e-commerce. Founding designer, sole designer, and senior designer in seed-stage and YC-backed startups — owning brand identity, design systems, and product from **0 to 1**. Equally fluent in design and front-end code (HTML, CSS, JavaScript), able to take a product from brand through shipped UI without a handoff. Actively integrates AI tools into design and development workflows.

Core skills

Product design

UI/UX design • Design systems • Prototyping • Wireframing
Responsive web & app • Design-to-code

Brand design

Brand identity • Art direction • Logo design • Graphic design
Presentation design • Data visualization

Motion & illustration

Motion design • Animation • Digital illustration

Research & strategy

User research • Usability • Market research • Consumer psychology
Strategic advertising

AI-assisted workflows

Design system generation • Front-end code generation
AI-assisted market research • Rapid prototyping

Tools & technologies

Design

Figma • Adobe Creative Cloud • Webflow • Framer • Zeplin • Blender
Procreate • Lottie • Customer.io

Programming

HTML • CSS • JavaScript • jQuery • C# • GDScript

AI

Claude • OpenAI Codex

Experience

Owner & Lead Designer

2014 – Present

yoel.digital · Amsterdam, NL · Part-time

- Run a boutique design practice — continuous since 2014 — delivering end-to-end brand and product design to clients across EMEA and APAC in fintech, SaaS, healthcare, and e-commerce.
- Operate the practice part-time alongside in-house roles to work across varied domains and bring outside perspective into day-to-day practice.
- Integrate AI tools (Claude, OpenAI Codex) into design and development — front-end code generation, AI-assisted market research, and rapid prototyping.

Brand Designer

2023 – 2025

Fizz (fintech) · Remote, New York, NY · Long-term contract

- Built a multichannel visual system spanning in-app UI, digital marketing, and social, keeping the brand consistent across every traditional and digital touchpoint.
- Contributed components to the Figma design system, giving the broader design team a shared component library.
- Shipped the Fizz marketing website and the marketing email template suite.

Founding & Senior Designer

2021 – 2022

Minimum (early-stage SaaS) · Remote, London, UK · Full-time

- Sole designer owning brand identity, product design, and all investor-facing materials from **0 to 1**.
- Built the design system from scratch — typography, colour, and component library — which became the single source of truth across all product work.
- Designed and coded the marketing website in Webflow.
- Supported two successful seed funding rounds with pitch decks, product prototypes, and live demos, keeping end-user needs central to product and business decisions.

Designer & UX Specialist

2021 – 2022

Rune (gaming & communications app) · Remote, San Francisco, CA · Contract

- Led UX improvements informed by in-app metrics and user research.
- Designed flexible layouts to support a large non-English user base, accommodating the significantly longer copy lengths of non-English languages.
- Built interaction animations aligned with user workflows, balancing them against performance constraints.

Visual & UX Design Lead

2020 – 2021

Zelos / Sage (YCombinator-backed gaming startup) · Remote, Los Angeles, CA · Full-time

- Sole designer for Sage, a mobile app connecting League of Legends players with pro coaches and streamers — owned brand identity, UI/UX, motion, iconography, and advertising creative end-to-end.
- Worked across three iterative sprints informed by design judgment, user research, and market research.
- Proposed and executed a Reddit-first advertising strategy tailored to the cultural language of the League of Legends community, driving early user traction.
- Combined rebrand, product redesign, and campaign contributed to a **50%+ increase in sales**.

Experience continued

Graphic & Web Designer

2015 – 2017

Fresqo (sister studio of Mr. Prezident) · Amsterdam, NL

- Produced storytelling-driven design, animations, and branding for startups across digital and print at Mr. Prezident's dedicated startup studio.
 - Built user journeys that communicated complex ideas visually.
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Graphic Designer

2014 – 2017

Mr. Prezident · Amsterdam, NL

- Crafted high-impact presentations and pitch decks for high-profile clients including Gucci and Nestlé, communicating brand messages clearly.
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Junior Graphic Designer

2014

Bridgevest · Rotterdam, NL

- Supported website and campaign design for financial-communication firms, clarifying pension and financial services for end users.
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Education & certifications

International Media Design

Grafisch Lyceum Rotterdam, NL · 2011 – 2014

Certifications

- Webflow Partner Certification (2020)
- UX: The Ultimate Guide to Usability and UX (2020)

Languages

Dutch — native

English — fluent

German — reading

French — reading

Additional training

Marketing psychology · JavaScript / jQuery web development · 3D modelling in Blender · Unity & Godot game development · digital painting · portfolio design