Curriculum Vitae
Joey van Sommeren
UX/UI Designer

Portfolio
www.joeyvansommeren.com

> " I'm the UX/UI designer of Content and Coffee. My work is a process of understanding the problem, defining user goals, prototyping, visual design, testing and validating design decisions. I prefer to work closely with engineers, product managers and stakeholders throughout the project lifecycle. I'm analytical and know how to keep a cool head "

Skills

- UI/UX Design
- Usability Testing
- User Research
- Wireframing
- Prototyping
- Web Design
- Product Design
- Design Sprint
- Design Thinking
- Logo & Brand Design
- Data Visualization

Software & Technologies

- Figma
- Adobe XD
- Adobe Creative Cloud
- Sketch
- Keynote
- Webflow
- InVision
- Principle

Languages

- Dutch - mother tongue

- English - fluent

Degrees

2014 - 2019	**Communication & Multimedia Design** *Bachelor of Applied Science - Major Interaction Design* Avans University of Applied Sciences
2018	**Meaningful Data Design** *Minor* Avans University of Applied Sciences
2010 - 2014	**Media Design** Roc Nijmegen

Experience

2020 - ...	**UX/UI Designer** Content & Coffee
2019 - 2020	**UX/UI Designer (Product Design)** Handlefy
2017 - 2020	**UX/UI Designer** Freelance based
2017 - 2019	**UX/UI Designer** Brandshock

Projects

OACPS R&I Webportal & Intranet - UX/UI Design, Web Design, Project Management (2021)

The OACPS R&I Webportal is an information hub for policy makers, international organizations and research institutes of ACP countries. My tasks were designing webportal and doing the PM for the first two phases of the roadmap. Which we successfully completed a month ahead of the deadline. Currently, I am working on the intranet for OACPS, as the project is still ongoing.

Tools: Adobe XD, Adobe Creative Cloud

Samenhuizen.be - UX/UI Design, Web Design, Branding (2021)

The old Samenhuizen website has organically grown over the last decade into an information hub, where information was hard to find. My main challenge was to re-organize the information architecture where users could easily find info on the topics they were searching for. We also had a chance to do a re-brand of the logo and colors.

Tools: Adobe XD, Adobe Creative Cloud

GOPA Com. - UX/UI Design & Web Design (2020)

Re-designed the website for GOPA Com. The company was in a phase of
repositioning itself, thus making a switch from corporate to a more
content heavy website, focussing on articles, reports and whitepapers. Worked on a new
site structure, wireframes and visual style while maintaining the focus on content.

Tools: Adobe XD, Adobe Creative Cloud

2030isnow Quiz for GOPA Com. - UX/UI Design & Web Design (2020)

The 2030isnow Quiz is a highly animated and interactive personality test. It uses
transitions and animations to guide the user through different steps in the quiz. My task
was to design the quiz format and it's transitions from start to finish with an Adobe XD
prototype as deliverable.

Tools: Adobe XD, Adobe Creative Cloud

Grogo App - UX/UI Design (2020)

For this project I worked on designing the first concept of the Grogo app for iOS &
Android based on Google's Material Design. I also designed the investors pitch deck,
website and branding for Grogo.

Tools: Figma, Adobe Creative Cloud, Keynote

Handlefy App v2 - UX/UI Design & Product Design (2020)

I re-designed the app from the ground up, significantly improving UX, UI, adding functionality
and improved usability based on gathered user data, usability tests and new company goals.
Created a new product roadmap for future feature updates

Tools: Adobe XD, Adobe Creative Cloud

Handlefy Driver's Portal - UX/UI Design (2019)

An extension to the CMS Product system that gives drivers the ability to check and
adjust orders while delivering or picking up items. Defining functionality after interviews
with drivers and other logistics personnel. Created the user-flow, wireframes and
prototypes.

Tools: Adobe XD, Adobe Creative Cloud, Webflow

Handlefy App v1 (MVP) - UX/UI Designer & Product Design (2019)

The Handlefy app would allow users to easily plan pick-ups, delivery and
storage of their possessions. I designed the first version of the app based on already
created technology by the development team. Within a short timeframe of 3 weeks, I
created user-flows, wireframes, prototypes and the UI prior to launch. In the weeks after
we iterated on the app to search for a product/market fit and testing the business
model.

Tools: Adobe XD, Adobe Creative Cloud

Wood & Apples - UX/UI Designer (2019)

Re-designed their website, did part of the copywriting and updated the branding with their inhouse graphic designer. Improved the retention by lowering the bounce-rate and improving session duration of the visitors.

Tools: Adobe XD, Adobe Creative Cloud, Webflow

Terminal M - Brand Development & Design (2019)

Worked closely with the Wood & Apples team on the rebranding and marketing of real estate project Terminal M with the goal of selling the property to investors. Terminal M was sold in september 2020 to a big real estate development group.

Lensli - UX/UI Design (2019)

Designed the corporate Lensli website in partnership with Veldsvorm. Also assisted with the branding, marketing and launch of their new company.

Tools: Figma, Adobe Creative Cloud

BoLo Amsterdam - Brand Design & Web design(2019)

BoLo is a rebranding project for the Bos & Lommer district in Amsterdam. During this project I worked on different branding elements, such as wayfinding, visual style and pieces of content. Designed different digital marketing aspects for social media and made first drafts of their website and possible future app.

Tools: Adobe XD, Adobe Creative Cloud

Schiebroek Dakbedekkingen - UX/UI Design (2017)

Created an internal training and onboarding module for their employees to improve their knowledge on the new heated roof systems. During the project I worked closely with an illustrator and an engineer. The training module consisted of a knowledge base and quiz system, which resulted in less training hours by consultants, cutting costs over 50%.

Tools: Sketch, Adobe Creative Cloud, InVision, Principle

Contact

joey.vansommeren@contentcoffee.com

Portfolio:
www.joeyvansommeren.com