



Hi,

I am Anniek,
a UX/UI Designer

in  with **Smart Interfaces,**
Creative Solutions and Clean Code.

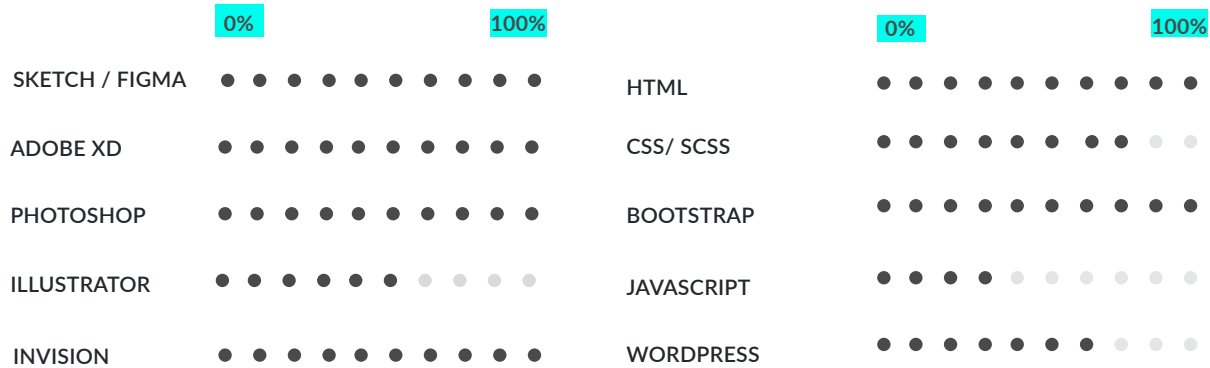
Having spent the last 14 years working across a range of projects and clients, I aim to bring high-end creative solutions coupled with bold, pixel-perfect design.

I take on projects from the ground up beginning with a UX strategy to a final interactive prototype, and like to code my designs using HTML, SCSS and Javascript.

PERSONAL DETAILS

E-MAIL	info@anniekkuppens.be	MY WEBSITE	www.anniekkuppens.be
WHATSAPP	0032 499 169 471	PDF PORTFOLIO	Download PDF Portfolio
LOCATION	Belgium & Sri Lanka	LINKEDIN	www.linkedin.com/in/anniekkuppens

TECHNICAL SKILLS



EDUCATION

- 2008 - 2009

SOFTWARE DESIGN
Major field of studies: UX /UI Design and Front—End (HTML, CSS, SCSS, Jquery)
VDAB / ANTWERP / BELGIUM
- 1996- 2001

AUDIOVISUAL AND FINE ARTS
Major field of studies: Photography, Videography, Webdesign
Tools: DOKA, colour printing, Photoshop, Illustrator, Indesign
Diploma grade: Master Visual & Audiovisual Arts
LUCA SCHOOL OF ARTS / BRUSSELS / BELGIUM

EXPERIENCE

MARCH 2021 - PRESENT

SENIOR UX/UI DESIGNER / FRONT-END

UPTRUST- GROWTH MARKETING & PRODUCT STUDIO / 100% REMOTE

- Working as the head designer for Striktly Business Software; helping them with the redesign of all their company's software solutions
- Designed the primary web interface for CES and collaborated very closely with the executive team as well as the product and marketing teams.
- Created the PDF presentations for Luminus, the second largest electricity producer and energy supplier on the Belgian energy market.
- Designed and coded promotion sites for large brands as **Hyundai, Barco** and **Electrabel**
- Contributed to the UI Design of **Deskalot**, a global peer-to-peer marketplace.
- Designed experience & wireframes for Decovry, an online B2C shopping platform for handcurated design and lifestyle
- Created high-fidelity prototypes and animations to guide developers through complex ideas and user flows.
- Created handoff documentation for developers. Followed up on the project development for the implementation of quality control.

AUG 2021 - APRIL 2022

LEAD UX/UI DESIGNER / FRONT-END

UNIVERSAL MUSIC STUDIOS / 100% REMOTE

Invenio Business solutions contacted me in August and asked for my help to design and code the new internal and external portal for **Universal Music**. This project was contract based and was finished after 9 months (full-time).

- Facelifted their existing user interface and made the upgrade to the design system.
- Created advanced user prototypes
- Wrote the complete CSS themes for their Internal and External portal
- Implemented code into SAP projects
- Worked with the development team to make sure that high-quality standards were met.
- Collaborated with all the Universal Music teams globally

JUNE 2018 - JULY 2021

SENIOR UX/UI DESIGNER / FRONT-END

INVENIO BUSINESS SOLUTIONS AND OTHER CLIENTS / 100% REMOTE

- Facelifted their existing user interface and made the upgrade to the design system.
- Designed experience, UI and CSS theme of the new **Tax Portal for the Government of Bahrain**
- Designed the **mobile App** of the Dhareebha tax portal for the **Government of Qatar**
- Contributed with the implementation of the Taxpayer portal for Fiji

EXPERIENCE

- Worked closely with different teams all over the world
- Created the UX/UI design and wrote the HTML/SCSS for a B2B e-commerce shop
- Worked out the UI design for several admin management systems,
- Created UX/UI for Pointspot, an American startup in business Real Estate.
- Designed and created WordPress websites for start-ups
- Redesigned the multimedia editor for the Tijd.be. A tool that journalists use to publish their articles online

FEB 2009- MAY 2018 (9 years)

UX /UI DESIGNER / FRONT-END

FOREACH, BELGIUM

- Build design systems from scratch.
- Handled the UX/UI for clients across a wide range of projects.
- Completed projects for Mediafin, Digipolis, Resto.be, Mediahuis, VRT and over 20 other clients.
- Designed pixel-perfect user interfaces for desktop and mobile.
- Created UI design and front end code for the Tijd and l'Echo, a big financial newspaper in Belgium
- Designed the UI/UX for mobile applications for clients such as Resto, deTijd,
- Prepared all design assets for a handoff to developers.
- Build, sliced and coded numerous websites in Drupal, WordPress
- Developed user journey flows, created personas and site maps.
- Created interactive prototypes for stakeholder communications.
- Prepared email campaigns in Mailchimp and Selligent
- Worked closely with front and back and teams.

JAN 2002- AUG 2007

PHOTOGRAPHER

LIGHT CUISINE, BELGIUM

After my studies, I started the company "Light cuisine" which was mainly focused on fashion and advertising photography. I liked this work but my interest in the web was so big that I decided to obtain a degree in webdesign.