



### SUMMARY

Having spent the last 14 years working across a wide range of projects and clients, I aim to bring high-end creative solutions coupled with bold, pixel-perfect design. I take ideas from concept to wireframe to production and easily translate my designs into clean code.

### OVERALL EXPERIENCE

- Worked on all stages of product development—defining specifications, creating website architectures, creating user flows, UX and visual designs for desktop and mobile, front-end development, branding, and website maintenance.
- Worked with clients from different fields from all around the world (the US, Europe, Middle East).
- Collaborated as part of a remote team for the last 4 years and effectively communicated to other project members about project deliverables using Jira, Confluence, Slack, Zoom and teams
- Performed comfortably in different team structures—whether a small team or a large organization and familiar with working in Agile teams.

### WORK EXPERIENCE

#### Freelance Senior UX/UI Designer & Front-End | Upthrust

April 2022 - Present / Remote Position

- **Project - Striktly Business Software**  
Currently helping Striktly with optimizing their product by defining pain points and by creating a new architecture that will significantly improve the user experience. Creating a new look & feel and rethinking their product sales flow.
- **Project - CES**  
Designed the UX and UI of the company website. Partnered with a UX researcher to conduct research and user testing. Created wireframes, developed high-fidelity prototypes and conducted remote usability testing. Collaborated closely with the executive team as well as the product and marketing teams and created handoff documentation for developers.
- **Project - Promotion site for Hyundai Campaign**  
Created the promo site for the Hyundai product campaign “Aim high” based on the functional specification. Translated the design into a responsive website based on HTML, CSS, and jQuery.
- **Other:**
  - Contributed to the UI Design of Deskalot, a global peer-to-peer marketplace.
  - Conducted quantitative research and wireframes for Decovry, an online B2C shopping platform for hand-curated design and lifestyle
  - Created presentations for Luminus, the second largest electricity producer and energy supplier in the Belgian market.

#### Senior UX/UI Designer & Developer | Invenio

Aug 2018 - April 2022 / Remote Position

- **Project - Redesign of Uniport for Universal Music**  
Redesigned their internal and external administration portal, wrote the theme CSS and revamped their logo. Meanwhile I worked closely with different Universal Music teams globally to make sure that high-quality standards were met.
- **Project - Tax Portal for the Government of Bahrain:**  
Designed a self-service Tax portal, which enables taxpayers and tax agents to access all their services online. This has helped taxpayers to meet their tax obligations seamlessly. Besides that, I developed the theme CSS and assisted the SAP developers with implementation.
- **Project - Mobile App of the Dhareebha tax portal Government of Qatar:**  
Designed the mobile App of the Dhareebha tax portal for the Government of Qatar and prepared interactive prototypes for stakeholder communications.

### INFO

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### SKILLS

User research,  
Wireframing,  
Prototyping,  
User testing,  
Interface design,  
Design systems,  
Email campaigns,  
Branding,  
Graphic design,  
Front-end

### TOOLS

Figma, Sketch,  
Adobe XD, Miro,  
inVision, Photoshop,  
illustrator, Indesign,  
Lightroom, Mailchimp,  
Hotjar, Google Optimize,  
Google Analytics,  
Browserstack

### LANGUAGES

HTML  
CSS  
Javascript



## UX/UI Designer | Foreach

Feb 2009 - May 2018 / Antwerp, Belgium

- Designed a new responsive web application and optimized the booking module of Resto.be, which became the biggest restaurant bookings website in Belgium with 1,2 million visitors a month.
- Being part of the team that constantly improved the usability of the Tijd and l'Echo, a big financial newspaper in Belgium. Also helped with the implementation using HTML & CSS.
- Redesigned the multimedia editor for the Tijd. A tool that journalists use to publish their articles online.
- Brought structure to the management system of Gymfed by redesigning a portal that is bright and easy to use.
- Created the UX/UI design and wrote the HTML/SCSS for "Elements" a B2B e-commerce website.
- Designed the mobile quiz "Het Grootste licht" for mediahuis
- Created UX/UI for Pointspot, an American startup in business Real Estate.
- Designed and created WordPress websites for start-ups
- Developed visual identity for Foreach. Designed the logotype along with the complete brand style guide (colours, fonts, icons, and logotype usage).
- Prepared email campaigns in Mailchimp and Selligent.

## Photographer & Graphic Designer | Light Cuisine

Jan 2002 - Feb 2008 / Antwerp, Belgium

- Active in Product and Fashion photography
- Designed stationary and corporate print materials for companies of all sizes
- Designed advertising and promotional materials ranging from flyers and brochures and web banners
- Created presentations and infographics

## EDUCATION

### Web Design | VDAB

Feb 2008 - Feb 2009 / Antwerp, Belgium

Major field of studies: Design and Front-End

Tools: HTML, CSS, Flash, JQuery, PHP, Photoshop

Diploma grade: **Certificate in Web Design**

### Audiovisual and fine Arts | Luca school of Arts & Khlim

Sep 1996 - Jun 2001 / Brussels & Genk, Belgium

Major field of studies: Photography, Videography, Graphic Design

Tools: DOKA, Photographic procedures, technical camera, colour printing, Photoshop, Illustrator

Diploma grade: **Master in Visual & Fine Arts**

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