Jeroen Verspuij
UX/UI DESIGNER & UX RESEARCHER

With 5+ years in UX/UI design, I merge creativity with commitment to deliver impactful solutions. Experienced in diverse projects, from websites for technology firms to intranet designs for healthcare organisations. My designs consistently drive desired outcomes. I excel in strategic thinking, aligning designs with business objectives. My sports background enriches my approach. Seeking to contribute innovative designs and foster positive change in dynamic organizations.

UX/UI Design Bootcamp | Ironhack - Berlin/Madrid - Remote, 2023

- Successfully completed a rigorous 3-months full-time UX/UI Design bootcamp, delivering 5 projects and 2 signature client projects: 1. AI Ethics Maturity Model Prototype; 2. Plant-Based Dairy UX Design.
- Strengthened proficiency in **Design Thinking, UX Research, Information Architecture, Wireframing, Prototyping, UI Design, Figma, User Testing, CRO, SEO, SMM, SEA and SEM.**
- Applied creative problem-solving techniques to develop inclusive designs tailored to user needs.

WORK EXPERIENCE

UX/UI Designer | Cows Online GmbH - Rheine, 2024

- **Diverse Projects: Worked on various projects for clients in technology, healthcare, and e-commerce, collaborating with multidisciplinary teams.**
- **UX/UI Activities: Conducted user research, developed design systems, user personas and journeys, and created wireframes and prototypes in Figma.**
- **Workshops and Training: Delivered workshops on UX/UI principles and basic knowledge of Figma/FigJam to the Cows team and conducted personality tests for team dynamics. Led the AI Future Proof project for the Cows team.**

Web Design & Interaction Design | Gladior BV - Enschede, 2023

- Integrated digital marketing solutions, SaaS Agency
- Collaborated with cross-functional teams to restyle and design various digital assets, including websites, intranet, and social media templates.
- Conducted **UI designs** for websites, intranet, and landing pages, logo creations, and brand architecture development for diverse clients, focusing on **UX/UI Design and Prototyping**.
- **Utilised heuristics, IA, sitemaps, wireframing, prototyping, A/B testing, SMM and CRO.**

Web Design & Graphic Design | Terzake Branding Strategy Design Agency - Borne, 2022

- Collaborated with communication strategists, project managers, and designers to **restyle logos, brand architecture, UI design websites, newsletters, and landing pages, social media templates, UX Competitor analyses, WCAG website compliance, and Colour: Psychology till Usage Guidelines, and SMM.**
- Worked with a diverse client base, including companies in manufacturing, healthcare, finance, and education.

Web Design, Graphic Design & Photography | PM BV - Dedemsvaart, 2019-2021

- Successfully delivered projects, including redesign websites, corporate identities, and marketing collateral.
- Focused on **UX/UI design, heuristics, IA, wireframing, prototyping, online campaigns, eBooks with Client Pain Points, UI Landing Pages, UX International Market Research, UX Competitor Analysis, IM, SEO, SEA, Employer Branding, Project Management, and Directing Corporate Movies.**

Web Design, Graphic Design & Photography | ESSCHERT DESIGN - Enschede, 2005-2019

- Led international teams and implemented trends with European agencies. Developed cross-media concepts, packaging, and displays, including innovative designs and mock-ups. Product photography, styling, and copywriting; experience with IA, SEO, SEA, and employer branding, both online and offline.

Web Design & Graphic Design 2000-2005:

- Various employers from 2000-2005, including advertising, design, and marketing consultancy agencies.

CONTACT
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UX Case Studies: medium.com/@jeverspuij
Nationality: Dutch

PROFESSIONAL CERTIFICATIONS
- **UX/UI DESIGN BOOTCAMP, UX/ UI Design Bootcamp, Ironhack: One of the best renowned global institute.** Immersive +400h courses covering: **UX process, design thinking, Agile, UI Design**, and more, 2023
- Studio Product Photography, 2009
- Web Design, 2003
- Concept Development, 2002

EDUCATION

1997-1999	Graphic Design, Graphic Lyceum Rotterdam, NL
1994-1997	Industrial Product Design, University of Applied Sciences Den Haag, NL
1992-1994	Higher General Secondary Education, VHBO, Scaldis College, Goes, NL

HARD SKILLS

Design/Development Software:
- **Figma, FigJam, Adobe XD**, Flux AI, Firefly, Photoshop, Illustrator, InDesign, Microsoft Office, Canva, iMovie, Wordpress, Joomla, VS Code, Perplexity AI, ChatGPT, Sketch, HubSpot, Hotjar

Project Tools:
- MS Teams, Trello, Harvest + Forecast, Miro, Slack, Flowmapp, Mailchimp, Asana, Scrum, Kanban

Fields:
- **UX/UI Design and UX Research**
- **Wireframing, Prototyping, User testing, IA**
- **Project Management**
- **Agile Methodes**
- **Concept Development and Ideation**
- **Online Marketing CRO, SEA, SEO, SMM, SEM, IM**
- **AI Chatbot/Agent CMO, CSO**
- **Employer Branding**
- **Graphic Design**
- **Multimedia Production**
- **International Market Research**
- **Branding and Identity**
- **Marketing Strategy**
- Illustration, Photography, Private Label Design, Brand Strategy Development, Marketing Communications

SOFT SKILLS
- Creativity
- Effective communication
- Teamwork
- Entrepreneurial
- Cross-functional leadership
- Problem solving
- Empathy
- Flexibility
- Training and workshops

LANGUAGES
Dutch	Native
English	Proficient
German	Intermediate B2-C1