

**PHONE**

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EMAIL

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LINKEDIN

www.linkedin.com/in/anouknijenhuis

PORTFOLIO

www.anoukdesigns.nl

SKILLS

Content Creation

Social Media

Marketresearch

User Experience Research

UX/UI Design

Design Thinking

Wireframing

UI Prototyping

Figma

Adobe Photoshop

Adobe Indesign

Adobe Premiere Pro

Adobe Illustrator

Journey Mapping

Branding

(SEO) Copywriting

Presenting / public speaking

Atomic Design

HTML + CSS [basic]

LANGUAGES

Dutch C2

English C1

German A2

ANOUK NIJENHUIS

Digital Designer

A creative, emphatic and adaptable design enthusiast. I love beautiful design (actually, beautiful things in general), collaborating with creative minds and creating compelling content that evokes emotions, engages audiences, and drives brand loyalty.

EDUCATION

UX/UI Design Bootcamp

07/2022 – 09/2022 – Ironhack, Lisbon

BBA, International Business and Languages

2014 – 2019 – HAN University of Applied Sciences, Arnhem

Minor in Cultural studies

07/2017 – 12/2017 – Curtin University, Perth

College, Marketing & Communications

2011 – 2014 – ROC Aventus, Apeldoorn

WORK EXPERIENCE

UX/UI Designer, Product Volunteer

09/2022 | How to Talk

- Conducted user research to understand pain points and user preferences in app settings pages.
- Designed and prototyped an intuitive user flow for the app settings page, resulting in improved user satisfaction.

Communication officer

2019 – 2021 | Dura Vermeer

- Created compelling visual content and copy for various channels, including website, social media, intranet, and newsletters.
- Developed and executed content strategies to enhance brand recognition and engage target audiences.
- Led UI/UX design for project websites and contributed to the development of the company's new corporate website.
- Managed the production of different content productions and campaigns.
- Worked closely with developers to ensure accurate implementation of design elements and maintain design integrity.
- Utilized data analysis to measure the effectiveness of communication channels and made data-driven optimizations.
- Collaborated with stakeholders to advise on communication and content strategies for their projects.

Graduation research

09/2018 – 02/2019 | Muurmeesters

- Researched the American market for the products of Muurmeesters and created an export marketing plan.
- Assisted at fairs and in customer support, which improved problem-solving and social skills.