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## 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.