

# Rinze Van der Brug

UX, UI & Product Designer

+316 39 56 74 46

rinzevanderbrug@gmail.com

Drachten, Friesland, The Netherlands

linkedin.com/in/rinzevanderbrug



## EDUCATION

### MSc in Creative Technologies

NHL Stenden University of Applied Sciences

2018 - 2020

### BSc in Communication & Multimedia Design (cum laude)

Hanze University of Applied Sciences

2014 - 2018

## HARD SKILLS

Adobe XD

Sketch

InVision Studio / Online

Framer

Axure

HTML / CSS / GIT

Adobe PS / AI / ID

## SOFT SKILLS

UX / UI / Product Design

Interaction Design

Wireframing

UX / UI / Product Research

Design Thinking

Visual Design

## LANGUAGES

Dutch Native

Frisian Native

English Advanced

German Basic

## WORK EXPERIENCE

### UX / UI / Product Designer

TanQyou Netherlands | Nov 2017 - Present

After my graduation project on the user retention of the My TanQyou app, I got asked to join the TanQyou team as UX/UI/Product Designer.

- I redesigned the My TanQyou web app, including the login/registration flow, user onboarding and a dashboard
- I coordinated the link between the TanQyou web app and the mobile TanQyou apps
- I designed an email strategy to improve the user engagement of the TanQyou mobility platform

### UX / UI / Product Designer

Sterc Online Agency | Feb 2018 - Jun 2018

In 2018, Sterc Online Agency set the goal to develop and release a brand-new upgrade of the MODX content management system: MODX 3. I was asked to lead the UX/UI redesign process.

- I redesigned the login / lost password flow, the MODX dashboard and the MODX file tree
- I shared the redesigns with the MODX community and processed the user feedback
- I handed over the redesigns to the developers and discussed the integration obstacles with them

### UX / Product Researcher

MODX LLC | Jul 2017 - Sep 2017

As a follow-up on my internship at Sterc Online Agency, I was asked to research the user experience of the MODX content management system.

- I conducted several surveys within the (international) MODX community to map the UX pain points of the system
- In addition I did some user testing (tasks and observation) with students who were using MODX for the first time
- I analysed the results and turned my interpretations into an advice which I handed over to the MODX Advisory Board