



Rinze van der Brug

UX, UI & Product Designer

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I'm a multidisciplinary, freelance UX, UI & Product Designer who combines research, design and prototyping in order to improve the user experience of a software application. I'm 27 years old and I'm based in Drachten, The Netherlands. During the past 5+ years, I've been working on multiple (international) projects in the SaaS (software as a service) industry. My experience is based upon a cum laude Bachelors degree in *Communication & Multimedia Design* and a Masters degree in *Creative Technologies (Serious Gaming)*.

Experience

Freelance UX, UI & Product Designer

JAN 2015 - PRESENT

Rinze Design

I assist companies with obtaining their goals and eliminating their problems in the field of User Experience Design. Therefore, I invent, design and develop smart solutions which fit the needs of the target audience. I create an accessible bridge between company and consumer. During the past 5+ years I've been involved in over 10+ SaaS projects.

UX, UI & Product Designer

NOV 2017 - JUL 2020

TanQyou Nederland

- I redesigned the My TanQyou web application, including the login/registration flow, user onboarding, the user dashboard and more.
- I co-designed and prototyped multiple iOS/Android apps which are related to mobility.
- I designed an email strategy to improve the user engagement of the TanQyou mobility platform.

UX, UI & Product Designer

FEB 2018 - JUN 2018

Sterc Online Agency

- I redesigned the MODX 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

JUL 2017 - SEP 2017

MODX LLC

- 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.

Education

Master of Science Creative Technologies

2018 - 2020

NHL Stenden University of Applied Sciences

The Master Serious Gaming is about changing people's behaviour through the use of gaming. For my thesis, I designed a serious game which educates healthcare workers about a new healthcare philosophy called *Positive Health*. I graduated in July 2020.

Bachelor of Science Communication & Multimedia Design

2018 - 2020

Hanze University of Applied Sciences

The bachelor Communication & Multimedia Design is about concepting, designing and

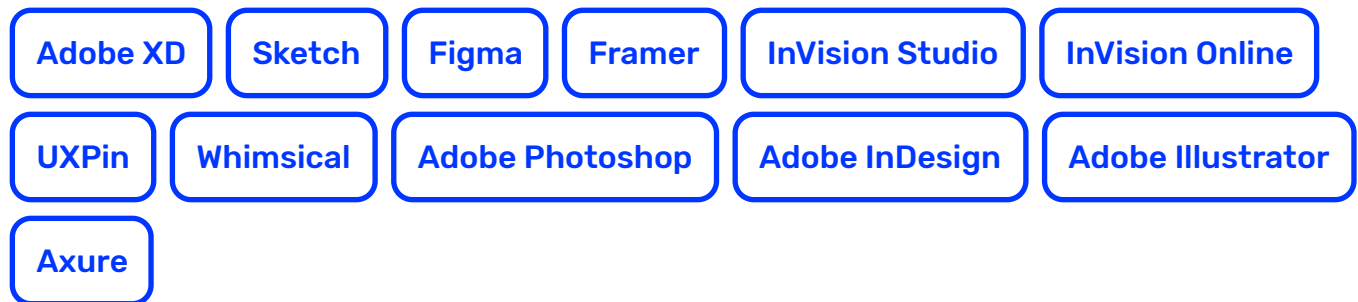
and developing digital applications. For my thesis, I focused on increasing the user retention of a mobile app by applying gamification techniques. I graduated **cum laude** in July 2018.

Skills

General



Design tools



Development



Languages

