Rinze van der Brug, MSc

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 UX goals and solving their UX problems. Therefore, I invent, design and prototype smart solutions which fit the needs of the target audience. During the past 5+ years I've been involved in over 10+ (international) SaaS projects.

UX, UI & Product Designer

TanQyou Nederland

- I led the design department and worked closely together with marketing and development on building and expanding the SaaS product.
- I started learning motion design and how to hand over animations to development in an efficient and effective way.
- I started working on the principles of a design system for the SaaS products in order to improve efficiency and the overall consistency.

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 based on the design requirements we defined for the project.
- I shared the redesigns with the MODX community and processed user feedback.
- I handed over the redesigns to the developers and I discussed potential integration obstacles with them.

UX & Product Researcher

JUL 2017 - SEP 2017

MODX LLC

- I conducted several surveys within the (international) MODX community in order to map the UX pain points of the system.
- In addition I did some user testing (tasks and observation) with students who where using MODX for the first time in order to evaluate the learnability of the system.
- I analysed the research 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.

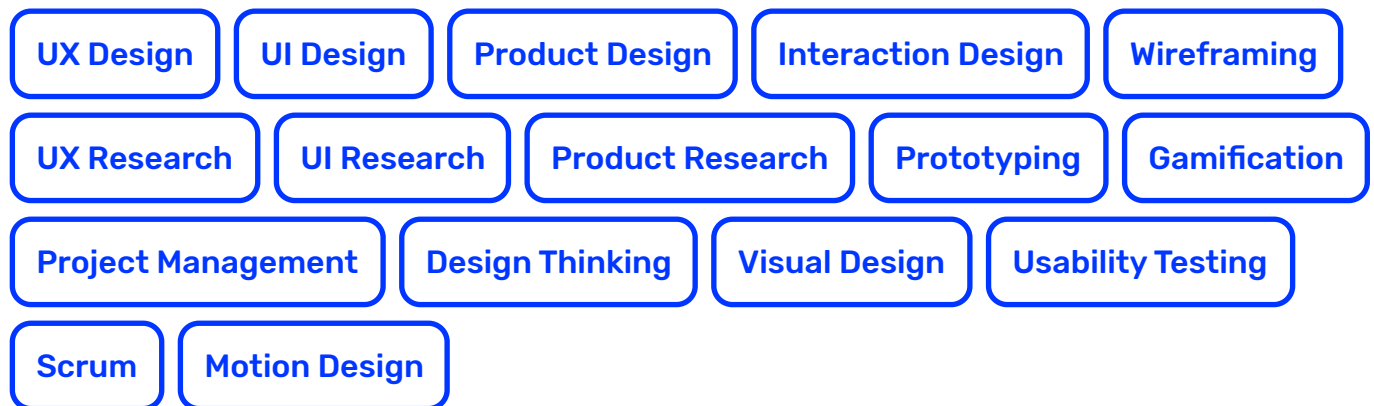### Bachelor of Science Communication & Multimedia Design

2014 - 2018

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

UX Design UI Design Product Design Interaction Design Wireframing

UX Research UI Research Product Research Prototyping Gamification

Project Management Design Thinking Visual Design Usability Testing

Scrum Motion Design

Design tools

Adobe XD Sketch Figma Framer InVision Studio InVision Online

UXPin Whimsical Adobe Photoshop Adobe InDesign Adobe Illustrator

Axure Adobe After Effects Lottie

Development

HTML CSS GIT GitHub WordPress

Languages

Dutch English