



Floris Vogelpoel

User Interface/Experience Designer | Illustrator

About me

I'm a creatively busy person. I'm always learning new tools and skills for creative application. I love to collaborate in a team to build new products and in my free time you'll most likely catch me illustrating. Always down for a cup of coffee and a chat.

Expertise

- UI/UX Design
- Illustration
- Design Thinking
- Branding
- Graphic Design

Tools



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🏠 Vlaardingen

🌐 www.birdopoel.com

Floris Vogelpoel

Education

2016 - 2021

Communication and Multimedia Design, Graduated

Rotterdam University of Applied Sciences

Sep 2019 - Jan 2020

Design Minor Abroad

National Taipei University of Technology, Taiwan

2012 - 2014

havo, Graduated

Christelijk College de Populier, The Hague

2009 - 2012

VMBO-TL, Graduated

Christelijk College de Populier, The Hague

Internships

Sep 2020 - Feb 2021

EigenDraads

Tasks: Single-handedly designed a mobile concept to reduce textile waste using the Design Thinking method. Consulted field experts on sensitive topics. Did extensive user research via desk research, surveys interviews, and co-creation sessions.

Feb 2020 - Jun 2020

Nationale Ombudsman

Tasks: Creating a research focus group. Problem analysis based on desk research and laddering interviews with stakeholders and focus group members. Co-creation sessions with stakeholders and focus group members. Creating multiple concept propositions.

Sep 2018 - Feb 2019

The Main Ingredient

Tasks: Creating mockups and wireframes. Product branding. Creating an interactive 3D mockup generator using WebGL and Blender. Creating 2D Lottie-based web animations. Prototype version management using Abstract. User research.

Work/Experience

Feb 2021 - Now

Freelance Designer

Tasks: Designing website and application interfaces. Illustration. Branding. Copywriting.

May 2021 - Now

E-marketeer & Digital Game Moderator, Stad Unique

Tasks:

- Growing the active client base by setting up email sale funnels, designing the campaign branding, and mapping marketing strategies.
- Actively moderating multiple teams of players through digital city-based scavenger/puzzle games. On-the-spot problem-solving.

2018 - 2019

Stutor, Rotterdam University of Applied Sciences

Tasks: Teaching first-year students Adobe Photoshop and Adobe Indesign. Provide constructive feedback on work. Grading of assignments.

2017 - 2018

Peercoach,

Rotterdam University of Applied Sciences

Tasks: Hosting think tank sessions for first-year students. Providing workshops. Peer reviewing projects. Informing potential new students (and parents) at open days and trial study days.

Languages



Native



Good

References

On request