



# ARVID VAN DE REEP

AS UX/UI-ER PROTOTYPING IN FIGMA

## Wordpress Webdesigner

BURO AFFOE

January 2019 - present - remote

- Advised multiple clients by bringing ideas and execution to the table, adressed the business and user needs, advising clients regarding content and design.
- Created websites and landingpages using Wordpress with Elementor themes.

## Wagtail Webcontentspecialist

CNV VAKMENSEN

Nov 2020 - present - Remote

- Creating digital content for multiple websites using Wagtail.
- Leading internal teams for SEO-project and website-migration.

## Growth Hacking Marketeer

BOHEMIAN BIRDS GROUP

Sep 2019 - Nov 2020 - 1 year 3 months

- Doubled leads by bringing Conversion Rate from 2 to 5%.
- Redesigned multiple websites, with focus on A/B testing, persona research.
- Performed Data tracking with Google Optimize, Hotjar and Tagmanager.

## Projectmanager

GEMEENTE AMSTERDAM

Nov 2017 - Mar 2019

- Managed projectplans for the Municipality of Amsterdam, collaborating with external organisation and stakeholders.

## Wordpress E-Commerce Manager

DEBOEKENTAS.NL

Jan 2016 - Dec 2016

- Researched and executed Wordpress webshop-integration with external affiliate platforms (Bol.com) and marketplaces using Channable.
- Reorganised information architecture, set up filtering and tagging system for website.



### PORTFOLIO

[www.arvidvandereep.nl](http://www.arvidvandereep.nl)

[www.buroaffoe.nl](http://www.buroaffoe.nl)

### ABOUT ME


*"I combine research and analytical thinking with a strong skillset in digitization."*

### MY FRIENDS SAY

*"Arvid is **loyal, creative, humorous** and **approachable.**"*

### CONTACT

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EDUCATION

## UX/UI Design

IRONHACK

Jan 2022 - Jul 2022 - Remote

- Mastered UX research methods, design thinking principles and Agile methodologies, Information architecture, UI
- Discovered the UX fundamentals and design systems. Wireframing, prototyping, remote user testing and iterations with Figma.
- Visual UI Design, usability testing and user-interaction design.

## Public History (MA)

UNIVERSITY OF AMSTERDAM

2013 - 2015 - University of Amsterdam

- Thesis: 'Soldaat van Oranje als levend verleden' - A study on the various adaptations of the story of Erik Hazelhoff Roelfzema.
- Improved research and presentation skills of historical information to users, advising museum and creating digital products and online exhibitions.
- Thesis:

## History (Bsc)

UNIVERSITY OF AMSTERDAM

2009 - 2012

- Minor Conflictstudies
- Attained Erasmusprogramma Humboldt Universitat Berlin

ACHIEVEMENTS

## Growth Hacking Bootcamp

GROWTH TRIBE AMSTERDAM

Sep 2019 - Dec 2019

- Achieved certificate of a crashcourse for data-driven marketing based on rapid experimentation while focusing on a full customer journey.
- Discovered Behavior Psychology, Creative Marketing, Coding/Automation, and Data/Testing for becoming a T-shaped marketer.

UX/UI KNOWLEDGE

Product Design

UI Design

UX Strategy

Design Process

Wireframing

Prototyping

User personas

TOOLS

Figma, Miro, FigJam,

Google Analytics, Google

Tagmanager, Google

Drive, Hotjar, Zapier, Otter,

CMS

Wordpress, Webflow, Wix,

Magento, Wagtail

OTHER SKILLS

HTML, CSS

LANGUAGES

Dutch: Native

English: Intermediate

German: Intermediate