

PROFILE

An innovative, problem-solving, and driven media and visual designer. Backed by a strong foundation in Communication and Multimedia Design, I combine a passion for visual creation with hands-on expertise in marketing and corporate communication. Conceptually strong, I transition seamlessly between digital layouts and high-quality print production, excelling at translating brand identities into impactful assets.

SKILLS

DESIGN & UX

Visual Design
UI/UX Design
Prototyping DTP
Data Visualization
Media Branding
Concept Development

TOOLS & SOFTWARE

Figma Illustrator
Photoshop
InDesign

WORK EXPERIENCE

Independent Graphic & Media Designer | [YanneO](#) / [Freelance](#)

January 2026 – Present

- Developing tailored visual identities and custom design solutions for local and national corporate clients.
- Providing ongoing freelance visual design services for marketing and design agency Bofesto.nl.
- Specializing in UX/UI portal mapping (screen flows) and technical asset creation for high-end print, including kiss-cut vector graphics for vehicle branding projects.

Marketing Specialist | [Hazet](#)

March 2025 – September 2025

- Managed internal communications to foster alignment, transparency, and company engagement.
- Executed social media strategy and content creation to elevate digital visibility and maintain consistent brand aesthetics.
- Translated high-level marketing campaigns into multi-channel digital assets and tangible physical marketing collateral.

All-round Hospitality Professional & Host | [The Hospitalitist](#)

2018 – 2025

- Delivered premium hospitality services across high-end venues, including the A'DAM LOOKOUT.
- Collaborated with agile, dynamic teams at exclusive event locations (e.g., Concertgebouw, Artis Zoo, Circuit Zandvoort, Suikerfabriek Haarlem, Hilton Schiphol).

Fresh Department Associate | [Dekamarkt](#)

2016 – 2017

INTERNSHIPS & PROJECTS

UX Design Intern | [Dayrize](#)

2022

- Transformed complex sustainability data and metrics into intuitive, user-friendly data visualizations.
- Contributed to platform-wide UX optimizations and collaborative marketing concepts.

Adobe CC

Canva

Miro

MARKETING & LANGUAGES

Internal Comm.

Social Media

Content Creation

Digital Marketing

- **Dutch:** Native
- **English:** Fluent

DTP & Media Branding Intern | [Vriesia](#)

2017

- Executed detailed desktop publishing (DTP) layouts and strictly maintained visual brand guidelines across mediums.

Graphic Design Intern | [Serviceplan BeNeLux](#)

2016 – 2017

- Assisted with concept development and visual design execution for prominent global brands, including L'Oréal and Garnier.

EDUCATION

Bachelor of Science (BSc) – Communication and Multimedia Design

Amsterdam University of Applied Sciences (HvA)

September 2019 – April 2024

MBO 4 Media Designer (Graphic Design)

Mediacollege Amsterdam

September 2015 – June 2019