BRENDA VAN DEN BERG

PORTFOLIO

GRAPHIC DESIGN, WEBDESIGN, UI/UX, VIDEO- AND PHOTOGRAPHY





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HI! I'M BRENDA

Nice to e-meet you. I'm an all-round designer with over 6 years of experience helping start-ups, non-profit organisations and corporate clients with their design challenges. I have a strong passion for everything that sparks my creativity, Al and technology. In my free time I love to travel and explore. Besides that I like to game and read.



Education

Communication & Multimedia design 2016 - 2020 Bachelor of Science. Specialization in User Experience Design, and a minor in Applied Psychology.

VWO Atheneum, Technasium 2010 - 2016
I followed the Technasium for 3 years, where I learned the principles of research and design. The last 3 years of my VWO I did Atheneum.

Skills

Illustrator InDesign Photoshop After Effects Premiere Pro Lightroom Adobe Xd Figma
Final cut Pro

Google

Analytics

WordPress

Microsoft Office

2D animations

HTML CSS Photography Videography

GRAPHIC DESIGNER

Air France - KLM, Aug 2022 - present

Responsible for the designs of Sales Communication, B2B/B2T. Next to this I worked closely with IT on the website for travel agents/corporates (responsiveness (CSS) and UI/UX).

MARKETING & COMMUNICATION

Stichting Opkikker, Graduation project, Feb 2020 - Aug 2020 Freelancer, Aug 2020 - present

Graphic design (print & digital) and photo- and videography. I was/ am responsible for the branding of their 25th and 30th anniversary year (2020 & 2025).

Highlights: Created a tv commercial (6 months on air) and helped raising 100K with the Jubelsokken campaign - designed the socks, advertisements and made promo pictures.

VISUAL DESIGNER

Talpa Network, April 2022 - Aug 2022

Responsible for creating content/concepts for multiple platforms in the Netherlands, Belgium and Germany (TV, radio and online).

UI/UX DESIGNER

Bits of Stock, March 2021 - April 2022

Served as a one person design team, where I was responsible for the complete UI/UX of the app & website (EU/US), the redesign, all graphic design related assignments, design for decks (B2B/B2C) and creating other marketing materials (print/digital) next to wireframes, clickable prototypes and user testing. Left this fast growing start-up after they raised a successful seed round.

GRAPHIC DESIGN & PHOTOGRAPHY

Brenda Louise, freelance, Jan 2017 - Jan 2022

UI and UX design, DTP work, web- and graphic design, photo- and videography. Did assignments for Wehkamp, Dutch ministers of foreign affairs, University of Amsterdam, multiple good causes and more. Gained experience in working with different clients, deadlines, working in teams and with different corporate identities.

ALL-ROUND / GRAPHIC DESIGNER

JDO Academy, April 2019 - May 2021

Graphic & webdesign at JDO Group (JDO-Academy, JDO-Management, JDO-Salon & juliettedenouden.com) Designed, built and maintained their websites + created promotional materials (digital, print and video).

FRONT-END DEVELOPER

MEO, Internship, Sept 2018 - Feb 2019

(Internship) Front-end developer; designed, built and edited responsive WordPress websites. Next to this I did multiple (freelance) photography projects.

BAKERY Albert Heijn, Sept 2014 - Nov 2019

AMBASSADOR BOTI, Feb 2014 - Jan 2015

SOUNDING BOARD UNICEF, Sept 2013 - Aug 2014

For the duration of a year I gave advice on the upcoming UNICEF campaigns in the (youth) sounding board.

CURRENT POSITION

AIR FRANCE - KLM

Graphic designer

GRAPHIC DESIGN

My current team is partly based in Amsterdam and partly in Paris. I'm the only designer in our department - I create all flyers, posters, roll-up banners, LinkedIn posts and other marketing materials. As well as templates for travel agents. Mostly focussing on B2B, B2T and B2E.

UI/UX DESIGN

I've helped creating the new website for corporate and travel agents. I've improved the design, wireframes and responsiveness (CSS).





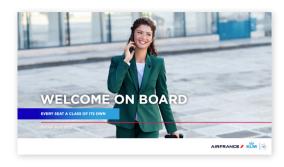


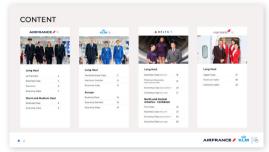




Business Solutions

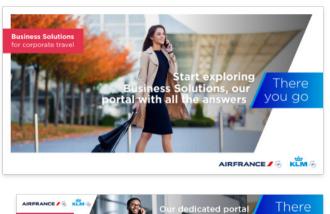
















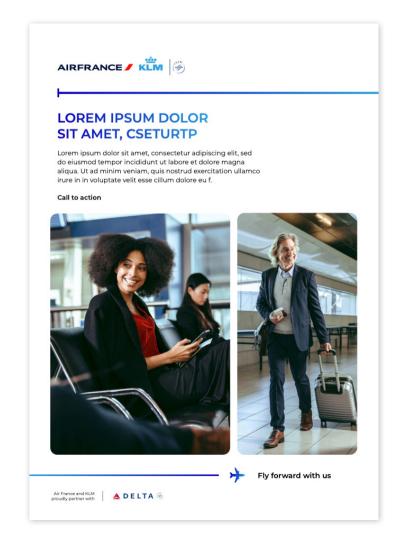
you go





























MY ROLE AT

BITS OF STOCK

UI/UX and Graphic Designer

UI/UX DESIGN

Responsible for the redesign of the UI/UX of the app, branding and websites. Did usability testing and research (wireframes, app maps, prototyping (clickable), user flows, feature cases, design processes, navigation flows, UI design and created design systems).

GRAPHIC DESIGN

Responsible for the rebranding (logo change and color change), design of the decks to clients & investors, made icons for website and app (EU/US) and came up with & created social media content for 3 months.



Customer journey - through organic search to the app (goes right)





Education

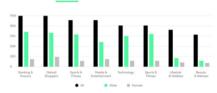
TrustBrand







Interests of the current users





Older millennials use more loyalty apps
 Older millennials shop more kids' stuff
 Older millennials have more home-related expenses

(NPO, 2020)



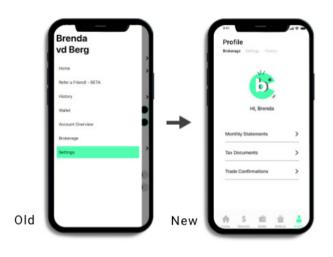






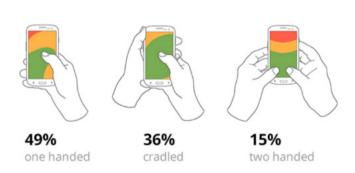


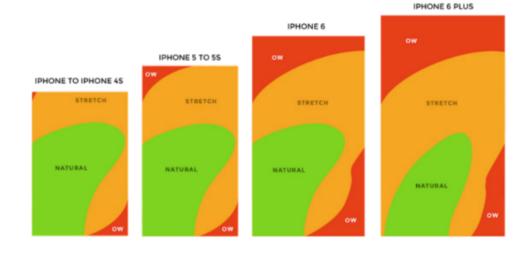


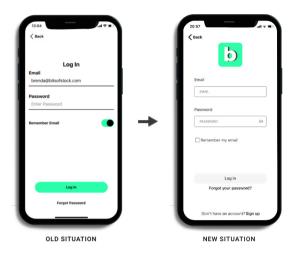


NAVIGATION CHANGE

Hamburger menu to Bottom tab navigation. Most important pages will be right away visible, improves the user experience. 'Out of sight, out of mind.' The page you want your users to visit; to the left - middle. All the way to the right is most difficult to reach.







PROBLEM

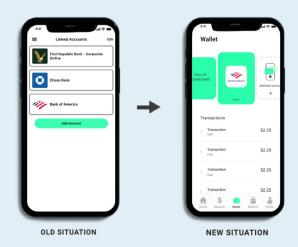
- No option to sign up
- No button feedback

SOLUTION

- Button not clickable if fields aren't filled in
- Sign up link at the bottom

RESULT

- Increase in account creations



PROBLEM

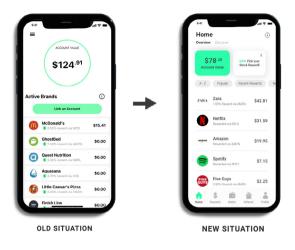
- No overview
- No transactions visible
- Bank accounts got unlinked
- Not many people added multiple accounts

SOLUTION

- Overview of all your transactions
- Date and amount

RESULT

- Less unlinked bank accounts
- More users linked multiple bank accounts
- Transaction data is clearer and more visible



PROBLEM

- The user doesn't know what he/she can do with the brands
- No clear sign that you can click on the account value bubble

SOLUTION

- Design that the user knows that he/she can click on the account value
- two tabs to navigate to, overview and discover (discover: to find new brands to shop with overview; the brands you previously shopped with and own stocks in)



PROBLEM

- Not appealing
- Users can't find how many they own in what

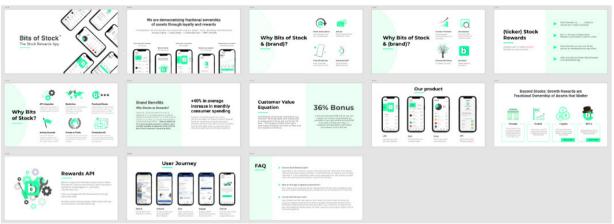
SOLUTION

- A clear overview in a pie chart
- Search on ticker instead of brand

RESULT

- Increase in user stickiness







J D O

MY ROLE AT

JDO ACADEMY

Allround designer

WEBDESIGN

I rebuild the JDO Academy website. Designed and build the JDO Group, Management and Salon website. Maintained their websites as well as the portfolio site juliettedenouden.com.

GRAPHIC DESIGN

I created promotional materials for JDO, from flyers to information PDF's, business cards and for example beach flags.

VIDEOGRAPHY

Got the opportunity to make two after movies of the work of the students.







VISAGIE & HAAR

BYJDO



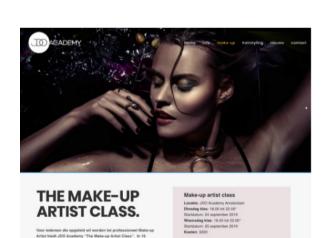












Schrijf je in

lessen werk je stap voor stap aan je technieken, -vaardigheden en -kennis waardoor je snel, efficiënt en onder de juiste begeleiding wordt opgeleid tot Make-up Artist.









WIJ ZIJN **GENOMINEERD** COIFFURE **AWARDS**

CATEGORIE DAMES, HEREN & PERS 2020









Text Styles

HEADER 1

HEADER 2

HEADER 3













Background





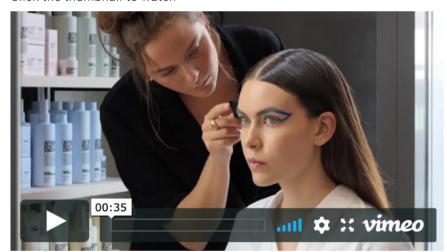
JDO Salon is het zusje van JDO Academy, opgericht door internationaal Hair & Makery Artist Juliet den Ouden. Met meer dan 15 jaar ervaring in de nationale en internationale beauty- en mode-industrie heeft zij een gerenommeerd programma van opleidingen en trainingen ontwikkele.

No is het tijd om uit te breident Maak kennis met het nieuwe concept: IDO Solon. De internationale Hair & Makerup Arist Juliette den Ouden heeft meerdere awards op hoar noom stoon en bledt nu de mogelijkheid je welkom te hetten in een salon met een team dot zij dan ji werkt. Haar visle en konnis over hoar en stjiring wordt hier uitgeoefend. Couldn't be mere exched!

JDO ACADEMY AUGUST ALLEBÉPLEIN 1076 1062 AC AMSTERDAM

CALL +31(0)20 2200151 EMAIL INFO@JDO-ACADEMY.NL 

Click the thumbnail to watch





MY ROLE AT

STICHTING OPKIKKER

Graduation project + freelance

MARKETING

I helped creating the Jubelsokken campaign, where we raised over 100K euros. I did interviews for the kik magazine and helped with content creation.

GRAPHIC DESIGN

I've created promotional materials, DTP work, coloring pages, multiple campaigns for Valentijn, Spreekbeurt, Sinterklaas or the Jubelsokken. Aswell as the branding of their 25th and 30th year anniversary including logos.

PHOTO/VIDEOGRAPHY

I've created multiple after movies. I filmed and edited them A - Z. I as well created the 'mobieltjesactie' commercial that has been on tv from June 2021 - Dec 2021. Besides I made pictures at the Opkikkerdagen.



JUBELSOKKEN

E DIEPSKOSLEB JE





















































BRIEFPAPIER

■ GOKKKER

TICKETBRIEF

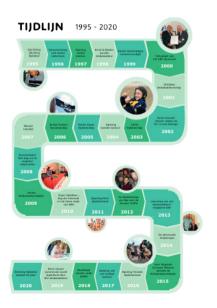




TICKETMAP

















89 opmerkingen 31 keer gedeeld



Click the thumbnaisl to watch

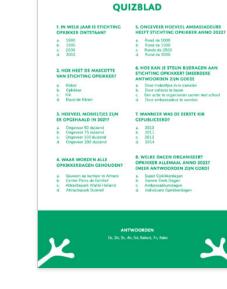


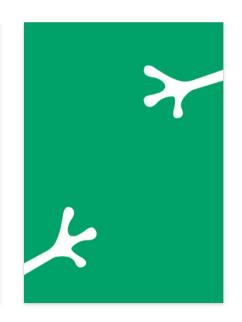






























MY ROLE AT

TALPA NETWORK

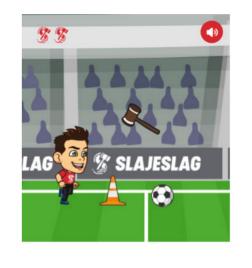
Visual designer, quit after a few months due to lack of challenging work / creative freedom

GRAPHIC DESIGN

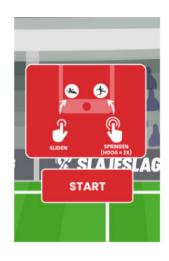
I was responsible for creating creative content and concepts for multiple platforms in The Netherlands, Belgium and Germany (TV, Radio and online).

PROJECT

I only have one project I created where I feel proud of (could use my creativity in), you can find this on the next page. It was the UI design for an online runner game to promote one of their brands.















Start button













Jump











Character







MY ROLE AT

BRENDA LOUISE

Own freelance business

WEBDESIGN

Created multiple websites for multiple clients. I designed wireframes, prototypes, did user research and user flows on forehand. I build the websites in WordPress using different plugins, themes and HTML/Javascript/CSS.

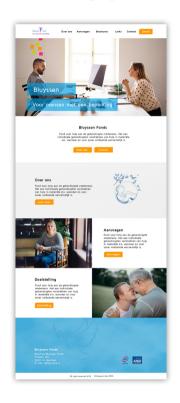
GRAPHIC DESIGN

I created promotional materials, DTP work, PDF's, flyers, decks (B2B and B2C), business cards, icons, mockups, branding, NFT's and social media content.

PHOTO/VIDEOGRAPHY

Experience with creating storyboards, photography, shoots, filming and editing. I've been selling pictures through Shutterstock, did photography at weddings, businesses and created multiple after movies from a -z, as well as video promotions.

WEBDESIGN















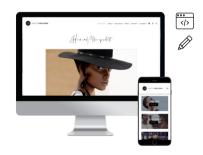
































GRAPHIC DESIGN

A small collection of work for multiple clients.

























































WORK



















PHOTOGRAPHY

Freelance shoots at the office / events





CONTACT

Brenda van den Berg Hoofddorp

brendalouise@live.nl +31 (0)6 488 276 62