



# Liron Veenstra

UX/UI Designer

## Contact

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## Soft skills

- Strategic mindset
- Creative
- Problem solver
- Meticulous
- Team player
- Communicative

## Hard skills

- Adobe XD
- Axure
- Photoshop
- Illustrator
- After Effects
- Figma
- HTML
- CSS

## Languages

- Dutch
- English
- Hebrew

## Summary

Professional UX designer, driven by strategic and creative challenges. Experienced in designing software, web- and mobile applications. I am a big advocate of user-centered design and I'm looking to create meaningful user experiences that benefits people's lives. My skills ensure a dynamic and productive work relations with team members, product managers and stakeholders. My interests lies in tech, digital design, interior design and film.

## Experience

- 2020** **UX/UI DESIGNER**  
**Flambu**  
Flambu is a social sharing platform allowing users to share and rent their belongings with people around them. I was responsible for developing the user experience strategy, creating user flows, designing the user interface, and the company's visual branding from scratch. Working in a small startup, I had the opportunity to work closely with the management and development team which I find to be very educational and motivating.
- 2014-2019** **PRODUCT MANAGER**  
**Frontal Solutions**  
Frontal Solutions is a trading company in the furniture and kitchen industry. As a product manager I was responsible for the product's full lifecycle, from development and purchase to logistics, marketing, sales and international customers relations. I was also responsible for coordinating trade-shows worldwide and building the company's website.
- 2011-2014** **VIDEO PRODUCTION**  
**YellowBird**  
Yellowbird is a 360 degrees video production company. As a video producer I was responsible for creating content for international brands such as Nike, Disney, RedBull, Kia and more. I worked closely with account managers, directors and production crew. I also have experience in filming, editing and motion graphics.

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## Projects

- 2020** **PROPCON**  
[Property-tech Hackathon](#)  
I participated in a hackathon organized by Deloitte. The task was to create digital solutions to help investors in the real estate industry. I joined a small group of real estate agents and developers to create a platform that centralizes the process of listing and purchasing properties by providing tools and valuable information. My role as a UX designer was to define the needs/problems of the users, create user flows, provide wireframes for the developers and create the visual style of the project. We came in second place out of twelve teams.
- 2019** **Fetchy**  
[Internship project](#)  
Fetchy is an online platform that provides e-commerce logistics services. My task as an intern UX designer was to improve the onboarding process as it suffered from a high abandonment rate. I conducted user research, defined the personas and user flows, and created a new strategy for the onboarding process.

## Courses

- 2020** **DIGITAL MARKETING WEBINAR**  
[Online course by Udemy](#)
- 2020** **FIX MY FUNNEL WEBINAR**  
[Online course by GetLiftUp](#)
- 2019** **UXV CERTIFIED**  
[UX course at John Bryce Tech Academy](#)

## Education

- 2004-2009** **BACHELOR COMMUNICATION & MEDIA DESIGN**  
[NHL Academy, Leeuwarden](#)