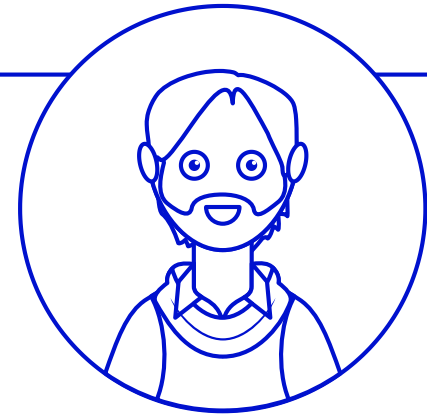


Skills

<h3>UX Design</h3> <p>User Research, User Persona's, Service Blueprints</p>	<h3>Design Process</h3> <p>Brainstorming, Wireframing, Conceptualisation, Prototyping</p>	<h3>Tech & Coding</h3> <p>HTML, SCSS, JavaScript, JQuery, ReactJS, MySQL</p>	<h3>Marketing</h3> <p>Branding, Identity Creation, User Behaviour Testing, A/B Testing</p>
<h3>UI Design</h3> <p>Material Design, Components, Interactions, Android & iOS Design</p>	<h3>Visuals</h3> <p>Layouts & Grids, Typography, Aesthetics, Illustrations</p>	<h3>Team Player</h3> <p>Leadership Skills, Team Working Skills, Proactiveness, Strategy</p>	<h3>Project Methods</h3> <p>Agile, SCRUM, SAFe, Design Sprint</p>



Alexander van Brakel

I am a User Experience Expert taking projects from concept to reality, hands-on involved every step of the way.

My solid foundation in psychology & technology and years of experience in the field let me perfectly balance user needs, business goals, technical constraints and budgets.

Anything I design I can also build.

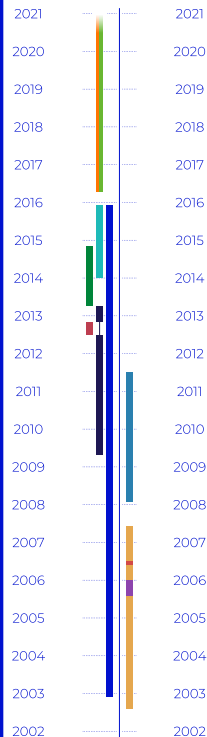
I research things comprehensively and then formulate a clear and creative approach to achieve the given goals.

Aside from that I love psychology, philosophy, and whisky.

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Experience

<p>CAPE Groep & eMagiz Enschede, The Netherlands</p>	2021
<p>Label305 Enschede, The Netherlands</p>	2016
<p>Saxion University of Applied Science Enschede, The Netherlands</p>	2012
<p>University of Twente Online Learning Platform Enschede, The Netherlands</p>	2008
<p>VMG Fundraising Sydney, Australia</p>	2003



Education

<p>Master: University of Twente Communication Science Enschede, The Netherlands</p>	2020
<p>Sozoshia College Of Design Product Development Osaka, Japan</p>	2016
<p>Ravensbourne College Interaction Design Londen, Engeland</p>	2013
<p>Bachelor: WdKA/HRO Communication & Multimedia Design Rotterdam, The Netherlands</p>	2011
<p>AvB</p>	2003

Freelance

Languages

- Dutch**
Native language
- English**
Almost native level
- German**
Professional

Clients

Profile

Pro-active and innovation-oriented UX Designer, Developer, and Manager with 7+ years of end-to-end experience delivering diverse enjoyable and user-friendly web and mobile products for several leading companies, including: PostNL, DHL, and Komatsu Europe. Solid expertise in technologies and MVP development allows seamless collaboration with developers, while strong communication skills ensure transparency with stakeholders. Up-to-date knowledge of technology and user psychology.



Professional Experience

UX/UI Consultant at CAPE Groep & eMagiz

April 2016 - Present

CAPE Groep is a company specializing in systems integration and low-code software development. Its sister company eMagiz is the maker of the eponymous leading platform for building high quality integrations between any kind of IT system, eMagiz iPaaS.

As UX/UI consultant my principal activities include:

- Creating and presenting UX/UI designs for smart digital solutions/products to developers and management, internally and externally.
- Balancing feasibility with business goals for optimal product delivery.
- Increase user engagement by optimising platform usability and overall UX through testing and evaluating developed strategies.
- Mediating between end-users, management, and development teams.

Project Manager at Label305

January 2014 - December 2015

Label305 is an Internet agency that produces modern, complex, scalable software products that are easy to use. All developed using an agile product development process with the client taking the role of product owner.

As Project Manager my core activities included:

- Monitoring project progress and prioritizing user stories in conjunction with the client for maximum value delivery.
- Creating hi-fi interactive prototypes to accurately demonstrate apps to clients.
- Preparing and presenting lo-fi mockups to internal teams and key stakeholders.

Coordinator Online Learning Environment (University of Twente)

July 2009 - December 2013

The University of Twente's Online Learning environment is an interactive platform aimed at attracting pre-University adolescents and their teachers. The platform provide all the required education content for the Gymnasium graduation exams.

As Coordinator my core activities included:

- Managing the front-end development team and doing performance reviews.
- Reviewing content quality and its translation into animated and interactive simulations to aid in learning.
- Representing the platform at relevant national conferences.

Details

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40589 Düsseldorf
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alexandervanbrakel@gmail.com

Date of Birth

17th of August 1982

Nationality

Dutch

Skills

Self-motivated
Effective communicator
Team oriented
SCRUM
SAFE
HTML5, CSS, JavaScript
Adobe Suite
Sketch, InVision, Balsamiq

Languages

Dutch: Native
English: Professional
German: Professional
French: Intermediate
Turkish: Intermediate
Portuguese: Basic
Arabic: Basic
Japanese: Basic

Education

Master of Science Degree
in Communication Science

University of Twente
2011