

Skills



UX Design
User Research, Personas,
Service Blueprints



Design Process
Brainstorming, Wireframing,
Conceptualisation,
Prototyping



Tech & Coding
HTML, SCSS, JavaScript,
ReactJS



Marketing
Branding, Identity Creation,
User Behaviour Testing, A/B
Testing



UI Design
Material Design,
Components, Interactions,
Android & iOS Design



Visuals
Layouts & Grids, Typography,
Aesthetics, Illustrations

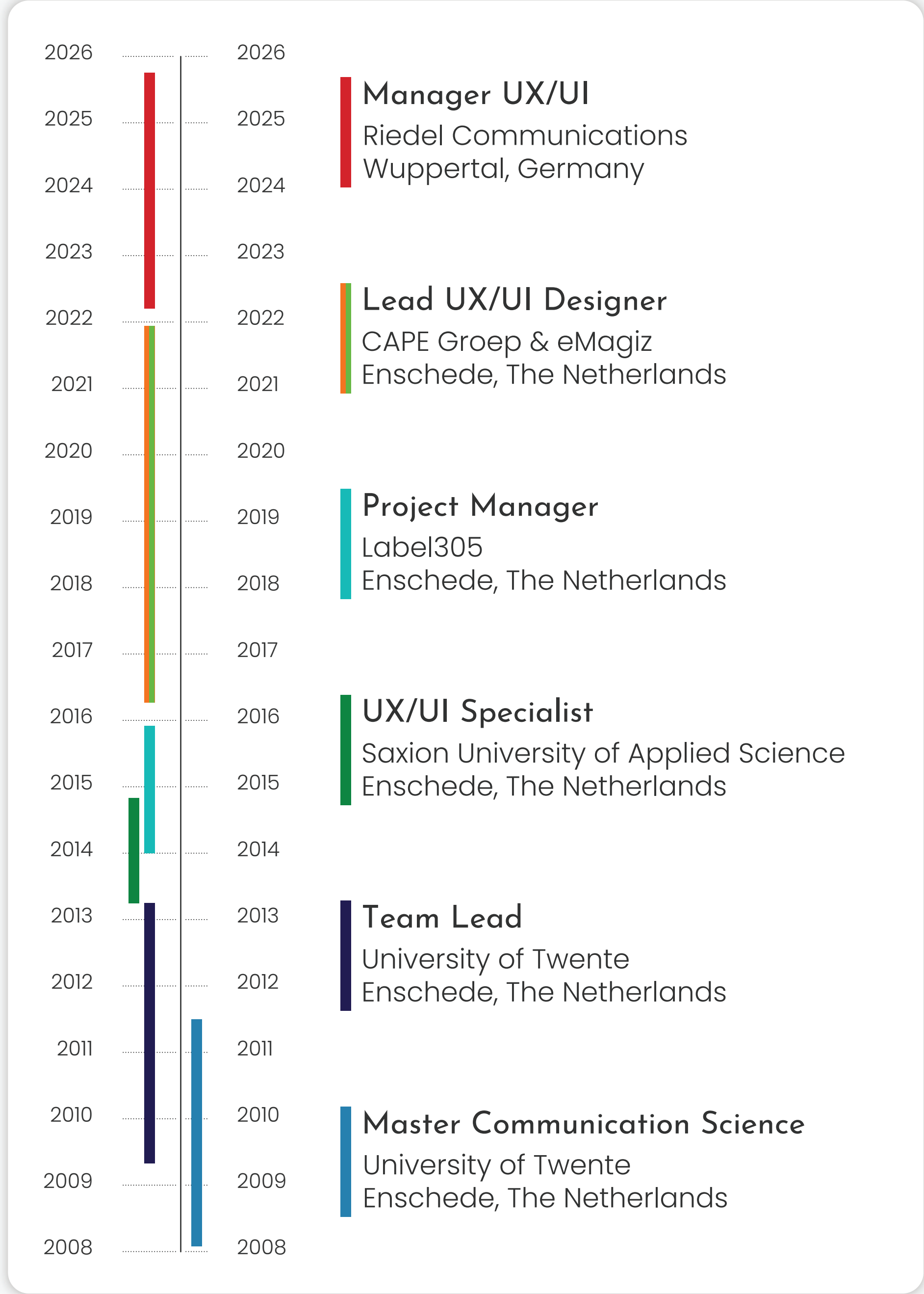


Team Player
Leadership, Stakeholder
Management, Proactiveness,
Business Strategy



Project Methods
Design Thinking, Agile,
SCRUM, SAFe, Design Sprint

Experience/Education



Clients



Languages



Dutch
Native language



English
Almost native level



German
Professional



Alexander van Brakel

Senior Product Designer
Human-Centered Innovation
Bridging Psychology and Technology

I lead product design from concept to execution, balancing user needs, business goals, and technical feasibility with a foundation in psychology, information technology, and design thinking. My experience ensures solutions are intuitive, scalable, and impactful—driven by empathy, strategy, and collaboration.

When I'm not designing or chasing after my kids, I explore the intersections of psychology, philosophy, and creativity, all while enjoying a well-crafted cocktail.

+316 1090 1968
alexandervanbrakel@gmail.com
www.alexandervanbrakel.com
nl.linkedin.com/in/alexandervanbrakel