



# NIELS KIJF

User Experience Designer, & Visual Designer



*Who I Am, What I Do, My vision*

## USER EXPERIENCE DESIGNER & VISUAL DESIGNER

### WHO I AM

I am a 38 year old interactive media entrepreneur born in Leiden (The Netherlands). I have a master degree in Digital Media Design, HKU (collaboration with University of Portsmouth, UK) and live in Amsterdam & Ibiza. Passionate about digital media and keen on trending technologies and forging new interactive experiences.

### WHAT I DO

I co-owned, and was creative director for the interactive media studio Sense Studios for 9 years. But the ambition for something new resulted in the logical step towards being a freelance entrepreneur as User Experience Designer & Visual Designer at the end of 2011. In 2014 I moved to Ibiza and researched 'the way we work', with a focus on co-creation methods for freelancers and companies in need for digital transformation and innovation.

### WHAT IS MY UX VISION

Most of today's digital media still asks way to much repetitive actions from its users. (Web)apps do not support people in their goals and still rely to much on (sub) task completion. The effort / result -in my opinion- is lacking. Therefore I like to visualize the service design for a specific user, before starting a concept for a (digital) touch point.

Creating visual interfaces, where the interface supports the user and gives contextual feedback is in my opinion the way forward. Good UX builds on good visual (touch) interfacing,

*What I Have To Offer*

### SUMMARY / BOLDLY HONEST

In my role as User Experience Designer I have one goal: Create the best experience for the users possible, from first contact, conversion / task-completion until after-care and beyond. Optimizing basically any interaction between brand, user and platform.

My expertise as interactive creative;

Concept Development, User Experience Design (High fidelity wireframes / Visual design), Prototyping, Interaction Design, UI Animation (After Effects), Responsive Design & Brand Identity.

I'm fascinated by the way internet changes the way we communicate & work, how it speeds up our insights and impacts our society. I am a real team player, boldly honest where needed, but always constructive and sincere.

I work best in multidisciplinary teams and people say I am a motivational force.  
Happy to talk about your next project.

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I am researching

## LEAN CO-CREATION

At the moment I am researching and writing the draft for a work-method I call Lean Co-creation. In this handbook I will describe the work-method, physical space requirements, on- and offline tools and the important social and skill characteristics of team members within a co-creation project.

What I have done

## WORK EXPERIENCE & SKILLS

### UX/VD AT NIELSKIJF.COM (Self-employed)

I use a user centered / user research approach in UX Design, with a preference for lean UX.

I am a visual designer as well, this gives me the tools for low & high fidelity wireframes, design and prototypes.

okt '11 - Present

[nielskijf.com](http://nielskijf.com)

### KAMERNET UX/VD (Freelance)

I redesigned parts of the of the 15 year old kamernet.

sept '15 - nov '15 (3 months)

[kamernet.nl](http://kamernet.nl)

### UX, VD KIESKEURIG AT SANOMA DIGITAL

Created the new brand identity and responsive design for Kieskeurig International & kieskeurig.nl.

jul '13 - sept '14 (14 months)

[sanoma.nl](http://sanoma.nl)

### UX/UI AT ISOBAR

Redesigned the UX/UI for the Bijenkorf Apps. (Freelance)

Jul '11 - Present

[isobar.nl](http://isobar.nl)

### CREATIVE DIRECTOR AT SENSE STUDIOS (Founder/Co-owner)

Worked on creative concepts & interactive productions for ANWB, Beeld & Geluid, De Bijenkorf, KLM, TNO, UPC, Volvo, Triumph, AD, Sanoma, Douwe Egberts, Libelle and many more.

jan '03 – sept '11 (9 years and 3 months)

[Sense Studios](http://Sense Studios)



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Where I have learnt

## EDUCATION

1998 - 2002

### HOGESCHOOL VOOR DE KUNSTEN UTRECHT

Master Digital Media Design (EMMA)

2002 - 2011

### SENSE STUDIOS

Team lead, User Experience Design, Interaction Design, Graphic Design, Webdesign, Communication, Filming, Motiongraphics

2005 - 2011

### VjAcademy & Veejays.com

I have been Visual Producer (After Affects) until 2005. After three years we (partners) decided to setup VJAcademy. Transferring our knowledge was the goal, and we succeeded. I have been teaching 25+ students in the past 5 years.

## REFERENCES '15 People Who Know me and My Work

### SANDER VERHOF

Managing Director at Isobar

[isobar.nl](http://isobar.nl)

"Good analytical Interaction designer who can also work out wireframes into slick design if needed".

[sanderverhof@gmail.com](mailto:sanderverhof@gmail.com)

### GUIDO KLOEK

Managing Director at Bigshots / Story Lane

[bigshots.nl](http://bigshots.nl) / [storylane.nl](http://storylane.nl)

"Niels is an true creative and professional. In all the projects we worked with him he showed an ever creative and thorough mind set. Always on the ball, and problem solving where needed. An excellent teamplayer".

[guido@bigshots.nl](mailto:guido@bigshots.nl)

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NIELS KIJF

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Acclamations of my work in the international award circuit

## AWARDS

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2013

NATIONALE SUCCES AWARD 2013 - VLIEGFABRIEK

2010

ACCENTURE AWARD · DIGITAL HOME 2010

2008

UITP YOUTH AWARD · BEST GAME

2007

GOUDENSPIN 2007 · BEST GAME

Where you can find me online

## SOCIAL NETWORKS

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### LINKEDIN

[nl.linkedin.com/in/nielskijf](http://nl.linkedin.com/in/nielskijf)

### PINTEREST

[pinterest.com/nielskijf/](http://pinterest.com/nielskijf/)

### WEBSITE

<http://nielskijf.com>

### TWITTER

[@nielskijf](https://twitter.com/nielskijf)