

CURRICULUM VITAE

Niels Kijf

Senior UX/UI & Digital Platform Designer | +31 6 5 163 0 162

SUMMARY

NAME / EDUCATION

Niels Kijf
Master Digital Media Design

DATE OF BIRTH / CITY

29-dec-1976 in Leiden

NATIONALITY

Dutch

ADDRESS

Visseringstraat 7-2
1051 KG AMSTERDAM

CONTACT

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<http://www.nielskijf.com>
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LANGUAGES

Dutch native
English good

DIGITAL SKILLS

PRODUCTIVITY

UX/UI	skilled
Miro	skilled
Sketch	skilled
Principle for mac	skilled
Invision	skilled
Figma	skilled
Abstract	skilled
Design Workshops	skilled

EDUCATION

Master Digital Media Design

OTHER QUALIFICATIONS

Drivers licence

AMBITION

Hi,

I am an empathetic, creative and strategic Brand Platform Designer who gets excited about designing innovative software, advanced interfaces and humane design. By pre-prototype digital experience in experience maps, we can design a brand platform together that meets the expectations of stakeholders and the customers.

I am a motivator, use a systematic approach, and have a spider-sense to discover what customers and stakeholders really need. Okay, asking the right questions also helps ;). Like to crack a joke, but serious when needed, always on a basis of mutual respect.

From management to the people on the work floor, I have the soft skills to listen, and the process- and design knowledge to start and realise new (grassroot) projects.

Love to tell you more about this,
Niels

WORK EXPERIENCE

Freelance UX/UI/Design Research - Regenerative AI-supported academic research

Portfolio: [Interface for AI Ontwerp](#)

- Design Research (Awareness of ethical use and due diligence.)
- UX/UI Design for Regenerative AI

Social Design Academy - Future Realities Today (Amsterdam) 2022-2023

Portfolio: SDA | <http://www.socialdesignacademy.io>

Design research how we can humanise our functional software design.

- Project Catalyst Grant - 'In-wallet Onboarding for ADA holders'
- Findings: Build humane software by thinking in activities, needs, and dialogs.
 - Pain & Gain Assessment
 - Map Experience by designing with language first
 - Map the emotional spectrum of the system

Freelance UX/UI - Dirac Audio Manager – Dirac (Sweden) 2021 – 2022

Portfolio: [Dirac Audio Manager](#)

Creating an Audio control interface for Original Equipment Manufacturers (OEM's).

- Build the Interface to select and control outputs and sound modes for Windows 10.
- Host application & System tray design
- Created the UI Toolkit for dark and light theming.

Freelance UX/UI - Dirac Sound Assistant – Dirac (Sweden) 2019 – 2020

Portfolio: [Dirac Sound Assistant](#)

Creating a conversational onboarding experience to add Dirac sound enhancement to your headphones.

- Did System Usability Scale testing in the Chinese market. (8,3)
- Create the UI design for the mobile app.
- Worked with a brand agency to balance wow & usability.

Freelance UX/UI - ICRIS - Valspar (Lelystad) - Non disclosure agreement 2018-2019

Color Matching application for Car damage repair using hardware/software combinations.

- Weekly talks with Car painters to understand the complexity of colour matching.
- Creating a colour match / mix workflow application for daily use.

Freelance UX/UI - Flourish/Professional – AkzoNobel (Hoofddorp/Amsterdam) 2016-2017

Portfolio: [Flourish Project \(Consumenten\)](#) | [Portfolio: Painters Project \(Professionals\)](#)

Designing two global e-commerce platforms for the consumer and professional market.

- Setting up customer journeys (Perfect Peter, Help me find my style, Deliver my vision)
- Flourish - Onboarding tool select; colours → material → product → checkout.
- Professional - Converging brands in one cohesive e-commerce platform.

AWARDS

DIRAC SOUND ASSISTANT · CES 2020 - Public Choice Awards - Sound Guys 2020

Prijs voor de gestroomlijnde onboarding en audio-ervaring voor koptelefoons.

VLIEGFABRIEK · National Success Award 2013

Prijs voor de best gestroomlijnde en hervatbare reisboek applicatie.

DIGITAL HOME 2010 · Accenture Award 2010

Interactief video platform.

WHERE DID I LEARN

FREELANCE UX/UI - NIELSKIJF.COM (Amsterdam) 2011 – present

Creating brand platforms for everyday use.

- Brand Platform Design
- Assistant Vision Workshops
- Co-design & Co-creation Facilitator
- Advanced Interface Design
- Personal Interactive Experiences

CO-FOUNDER - VJACADEMY & VEEJAYS.COM - (Amsterdam) 2005 – 2011

Visual performance & Art academy.

CO-FOUNDER - SENSE STUDIOS - (Amsterdam)

2005 – 2011

Co-founder / Team lead. User experience design, interaction design, graphic design, web design, visual communication, video platforms and motion-graphics.

DIGITAL MEDIA ACADEMY - HKU (Utrecht/Hilversum)

1998 – 2002

Completed Master Digital Media Design

PERSONAL / PROFESSIONAL INTERESTS

PERSONAL INTERESTS

- Love a good sci-fi
- Outdoors/Sports
- Kayaking

PROFESSIONAL INTERESTS

- Develop my Stellar UX Design Program
- Brand Platform Design
- Personalised experiences
- Design Strategy
- Conversation Design

LINKS

Website

<http://nielskijf.com>

Linkedin

<http://linkedin.com/in/nielskijf>