



# Contact

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## Arantja Rosalina

### Inclusive UX/UI Designer

I introduce UX/UI design strategies and implement intuitive & user-centred design solutions to support business objectives and optimise the available resources.

I have a degree and years of experience in design and brand strategy. This I transform into design systems and designs across various formats, platforms and environments including visual identities, websites, apps, social media, and video.

I'm known for my involvedness, team work, creativity and conceptual thinking skills.

Dutch level: C2, English level: C1

## > Experience

### **User Experience Designer** Oct 2021 - Apr 2022

#### **Ironhack - Internship**

- Developed UX/UI design strategies, implemented well tested design solutions & optimized existing designs for 6 projects within 6 months
- Delivered intuitive and user-centred solutions
- Validated ideas and prototypes by user research

### **Host & Speaker - Design & Tech around Accessibility & Inclusion** Jun 2021 - present

#### **Arantja Rosalina**

- Guest-speak about the opportunities within topics such as, women in tech, being black in tech, inclusive and accessible design, neurodiversity at work and all intersections.
- Host events around inclusion & tech. From empathy in Eindhoven to blockchain for street artists.

### **Freelance Filmmaker & Designer**

Apr 2013 - May 2022

#### **Aurum Films | Apr 2013 - May 2022**

*Storytelling for social and sustainable brands.*

- Developed 100+ professional video(s) for 80+ clients
- Edited videos for a variety of formats and platforms
- Created branding, manuals & webdesign for 10+ clients

### **Program Manager** Sept 2019 - Present

#### **Stichting TINT Eindhoven**

*Non-profit which provides activities & coaching to students, around wellbeing, self-development, D&I and soft skills.*

- Improve communication towards stakeholders (students, universities, subsidiaries) through website, social media, on campus communication and more
- Manage the event production team & the coaching team through agile project management

### **Co-Owner & Designer** Apr 2018 - Dec 2018

#### **LINK Notebook**

- Introduced a design strategy for the product
- Planned, communicated & implemented design solutions for the target audience within the product
- Created a brand strategy and designed the product

## > Areas of expertise

UX/UI STRATEGIES

USER RESEARCH

USER-CENTERED DESIGN SOLUTIONS

DESIGN SYSTEMS

VISUAL IDENTITIES

INFORMATION ARCHITECTURE

VIDEO

BRAND STRATEGY

WEBSITES

APPS

## > Education & Courses

### UX/UI Design Bootcamp

Oct 2021 - Apr 2022

#### Ironhack

- User Research, Design Thinking, Wireframing, Prototyping, Visual Design, Interaction Design
  - Figma, Miro
  - HTML, CSS, Agile
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### Experience Design Sep

2008 - Jul 2013

#### Fontys Academy for Art, Communication & Design

- developing artistic vision, concept thinking, design skills, graphic design, photography, video, sound design, animation, motion graphics
  - Adobe CC (Photoshop, After Effects, Illustrator, Indesign, Premiere, Dreamweaver)
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### Commercial Economics, Leisure Management

Sep 2006 - Jul 2008

#### Fontys University for Applied Science

- Market Research, Marketing Strategies, Marketing Solutions
  - SPSS
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## > Technical Skills

FIGMA

XD

MIRO

AGILE

PHOTOSHOP

ILLUSTRATOR

AFTER EFFECTS

INDESIGN

PREMIERE

WORDPRESS

HTML

CSS

SPSS

## > Professional Skills

TEAM MANAGEMENT

USER EMPATHY

CRITICAL THINKING

PROBLEM SOLVING

ANALYTICS

ENGLISH

DUTCH

PRESENTING

DESIGN

VIDEOGRAPHY

PHOTOGRAPHY

SOCIAL MEDIA

## > Other

### Producer - volunteering

March 2021 - present

#### Stichting Eindje 0 Filter

*Collectively empowering diversity.*

Supporting the board with the responsibilities around policy, strategy & subsidy development, event production, planning & presenting, video & editing, social media.

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### Co-founder - volunteering

May 2020 - May 2022

#### Dutch Shooters

Combined the passion for photography and video to build a Dutch community. Within 2 years we connected +7.7K shooters in the Netherlands, through events, meet-ups and social media.

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### Communications - volunteering

Nov 2018 - present

#### Space-S

Workspace Communications (Jan 2021 - present): Translated brand manual into designs for Instagram, online & offline newsletter, Facebook & promotion for the workspaces.

Previously: Treasurer (April 2019 - May 2021), Workspace Activities (Nov 2018 - June 2021).

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### TV-lab Documentary - project

2015

#### Docwerk/Van Osch Films

Directed & edited 2 art- and culture related documentary films and 1 short film for tv, film festivals and YouTube, through a master-apprentice project in the documentary industry.

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