



# KOEN VAN POLANEN DESIGNER

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 www.kvpdesign.nl

"Team player through and through, but also strong at individual tasks. One for all and all for the users"

## EXPERIENCE

2022 - 2023

### FRITS

*Product designer UX / UI*

At Frits I'm responsible for researching and desinging improvements for the services, the customer journey, website and creating a Design System.

2020 - 2021

### GLASNET

*UX / UI-, Visual Designer and marketing strategist*

At Glasnet I was responsible for creation and upkeep of all online marketing, visuals and the renovation of the website.

2020 - 2021

### FREELANCER

*UX / UI-, Front end- and Graphic Designer*

As freelancer I have assignments in the field of UX, DTP, design and (Wordpress)websites to keep developing myself.

2020 - 2020

### TRAFFIC BUILDERS - DATAHIVE360

*Graduation project - Almere*

Datahive360 is a complicated B2B SaaS product for internet marketers for which I researched how to improve the UI to create a user friendly system.

2019 - 2019

### COMMUNE KATWIJK AAN ZEE

*Operatie Steenbreek - Katwijk aan Zee*

During the project of Operatie Steenbreek a service was researched and created that will motivate users to plant more greenery in their gardens with the use of an app.

2017 - 2017

### TWEAKERS

*Internship CMD - Amsterdam*

While following this internship I mainly promoted events by creating webpages and visuals for the events.

2017 - 2020

### TRAINER/TECHNICAL CONSULT VOLLEYBALL

*Vollingo Gouda Women*

2016 - 2020

### BLACKGATE TELECOM BV

*Sidejob - IT, Internet and phone services specialist - Den Haag*

2015 - 2016

### KLIK PROCES

*Junior Visual/UX designer - Bodegraven*

2014 - 2015

### CHAIRMAN OF STUDY PROGRAM COMMITTEE

*The Hague University of Applied Sciences, CMD - Den Haag*

2012 - 2014

### VOLKERWESSELS WOONIVERSUM

*Junior graphic Designer partime - Nieuwegein*

## PORTFOLIO



## PUBLICATIONS

2019 - 2020

### RESEARCH PUBLICATION

*Improving the quality of online collaborative learning for software engineering students - IAC Budapest 2020*

## PUSH MY LIMITS WITH



## I WORK A LOT WITH



## LEARNING MORE WITH



# STUDY

2014 - 2020

## COMMUNICATION & MULTIMEDIA DESIGN

HBO, The Hague University of Applied Sciences - Den Haag  
Here I studied the psychological takes of CMD, how projects are set up, researched is conducted, to work user centered and how to create product for the user and its stakeholders.

2019 - 2019

## MINOR RESEARCH & INNOVATION

HBO, The Hague University of Applied Sciences - Den Haag  
In this minor I thoroughly learned the best ways how research can be set up, executed and documented.

2018 - 2018

## MINOR DESIGN FOR USER EXPERIENCE

HBO, The Hague University of Applied Sciences - Den Haag  
Here I learned about how user experience can be researched, how it can be enhanced and how to advice companies about these changes.

2015 - 2015

## MINOR INTERNET MARKETING TOOLS

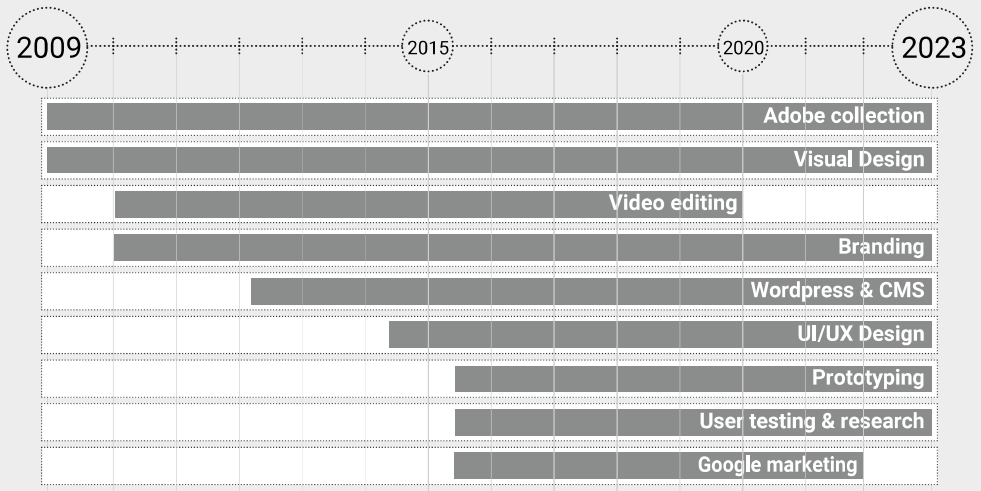
HBO, The Hague University of Applied Sciences - Den Haag  
In this minor I learned how to get detailed results from Google Analytics and Ads and use this information to enhance the User Experience.

2009 - 2013

## MULTIMEDIA GRAFISCH VORMGEVER SPECALISATION: ANIMATION

MBO, Graphic Lyceum Rotterdam - Rotterdam  
During this study I developed myself as a designer with programs like the Adobe software, 3DsMax, HTML and CSS.

# SKILLS



# WORK FIELDS

- E-commerce
- Real estate & commune
- Sport
- Medical/care
- IT & Technologie
- Mortgage
- My next field

And I enjoyed everyone of them!

# CERTIFICATES



Google Ads Search Certification



Google Ads Display Certification

# HOBBIES

Movies



Gaming



Travel



Crossfit

