



# Floris Vogelpoel

User Interface/Experience Designer | Illustrator

## About me

I'm a creatively busy person. I'm always learning new tools and skills for creative application. I love to collaborate in a team to build new products and in my free time you'll most likely catch me illustrating. Always down for a cup of coffee and a chat.

## Expertise

- UI/UX Design
- Illustration
- Design Thinking
- Branding
- Graphic Design
- Digital painting

## Tools



✉ [vogelpoelfloris@gmail.com](mailto:vogelpoelfloris@gmail.com)

☎ 06 365 95 691

🏠 Vlaardingen

🌐 [www.birdopoel.com](http://www.birdopoel.com)

# Floris Vogelpoel

## Education

2016 - 2021

**Communication and Multimedia Design,  
Graduated**

Rotterdam University of Applied Sciences

Sep 2019 - Jan 2020

**Design Minor Abroad**

National Taipei University of Technology, Taiwan

2012 - 2014

**havo, Graduated**

Christelijk College de Populier, The Hague

2009 - 2012

**VMBO-TL, Graduated**

Christelijk College de Populier, The Hague

## Internships

Sep 2020 - Feb 2021

**EigenDraads**

**Tasks:** Singe-handedly designed a mobile concept to reduce textile waste using the Design Thinking method. Consulted field experts on sensitive topics. Did extensive user research via desk research, surveys, interviews, and co-creation sessions.

Feb 2020 - Jun 2020

**Nationale Ombudsman**

**Tasks:** Creating a research focus group. Problem analysis based on desk research and laddering interviews with stakeholders and focus group members. Co-creation sessions with stakeholders and focus group members. Creating multiple concept propositions.

Sep 2018 - Feb 2019

**The Main Ingredient**

**Tasks:** Creating mockups and wireframes. Product branding. Creating an interactive 3D mockup generator using WebGL and Blender. Creating 2D Lottie-based web animations. Prototype version management using Abstract. User research.

## Work/Experience

Jan 2025 - Now

**UI/UX Designer, Restyles**

**Tasks:** Designing website and application interfaces. Illustration. Branding. Copywriting.

Feb 2021 - 2025

**Freelance Designer**

**Tasks:** Designing website and application interfaces. Illustration. Branding. Copywriting.

May 2021 - Jun 2024

**E-marketeer & Digital Game Moderator, Stad Unique**

**Tasks:**

- Growing the active client base by setting up email sale funnels, designing the campaign branding, and mapping marketing strategies.
- Actively moderating multiple teams of players through digital city-based scavenger/puzzle games. On-the-spot problem-solving.

2018 - 2019

**Stutor, Rotterdam University of Applied Sciences**

**Tasks:** Teaching first-year students Adobe Photoshop and Adobe Indesign. Provide constructive feedback on work. Grading of assignments.

2017 - 2018

**Peercoach,**

**Rotterdam University of Applied Sciences**

**Tasks:** Hosting think tank sessions for first-year students. Providing workshops. Peer reviewing projects. Informing potential new students (and parents) at open days and trial study days.

## Languages



Native



Proficient



Beginner (HSK2)

## References

On request