

Rick Bierman

Freelance Digital Designer, Web Developer, and Brand Manager

How I get you results

By finding real and urgent business problems I'm able to build design related solutions. I will research your target audience and find out what these users are trying to accomplish, and how we can help them achieve their goal. These creative solutions are meant to serve your clients in a better way and therefore earn you more business. The solutions vary in size; from setting up the visual identity for a business, to analyzing your website and improving the user experience.

How I work

I use a step-by-step user-first approach and love designing prototypes / digital products (graphics, logos, videos, social media content, responsive websites / webshops) and branding guides with a focus on empathy. Digital products which are human-centric, creative, beautiful and easy to use.

How I can achieve this for you

The next two pages explain my skills in more detail.

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Design Tools


Adobe Photoshop	●●●●●●
Adobe InDesign	●●●●●●
Adobe Illustrator	●●●●●●
Adobe Premiere	●●●●●●
iMovie	●●●●●●
Invision	●●●●●●
MailChimp	●●●●●●

Web Tools


HTML5	●●●●●●
CSS3	●●●●●●
PHP7	●●●●●●
Javascript / jQuery	●●●●●●
Wordpress	●●●●●●
Bootstrap	●●●●●●


Language Skills

Dutch	●●●●●●
English	●●●●●●
German	●●●●●●
Swedish	●●●●●●

 www.rbd.xyz
Website

 14-09-1993
Date of birth

 info@rickbiermandesigns.com
Email

 +31 6 81 28 27 27
Phone

Interests



Experience

- 2016 - Present  **Rick Bierman Designs**
Freelance Digital Designer, Web Developer and Brand Manager
Designing products like graphics, logos, print material, websites and brand guides. Growing my business day by day, project by project.
- 2018 - 2019  **SparkOptimus**
Graphic Designer
Creating graphics, print material, improving the website, creating email campaigns, social media content, infographics, and editing videos.
- 2016 - 2017  **Yilps**
Visual Designer and Web Developer
Creating visuals to use on growth marketing, Facebook Ads. After converting leads I've created websites for these new clients using Wordpress.
- 2013 - 2014  **Glimworm**
Visual Designer and Web Developer
Primarily creating websites using the open source CMS Wordpress. Managing websites for multiple clients and working on sales and telemarketing.
- 2013 - 2014  **MediaMountain**
Visual Designer
Creating brand mockups, using InDesign scripts and crafting client presentations. Working in Austria to support their design team.
- 2013 - 2014  **Play like a Champion (Socios Sports)**
Visual Designer
Designing animated banners in Photoshop and creating content. Performance optimization and maintenance of the site.

Education

- 2013 - 2019  **Hogeschool van Amsterdam**
Communication and Multimedia Design
Amsterdam, the Netherlands
- 2016  **Mid Sweden University**
Erasmus in Graphic Design
Sundsvall, Sweden
- 2009 - 2013  **ROC van Amsterdam**
Media and Advertising
Amsterdam, The Netherlands
- 2005 - 2009  **Calandlyceum Amsterdam**
High School VMBO-T
Amsterdam, The Netherlands

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I love designing prototypes / digital products (graphics, logos, videos, social media content, responsive websites) and branding guides with a focus on empathy. Digital products which are human-centric, creative, beautiful and easy to use.

I am familiar with UI and UX design, prototyping, usability testing, user personas, scenarios and wireframes. I also have experience in creating a new brand identity or how to adjust current branding guidelines.

I have 10 years of experience as a Visual Designer, 5 years as a UX & UI designer and developing websites, and 3 years working as a Freelance Designer. I have a Bachelor's Degree in Arts (Communication and Multimedia Design) and completed my minor in Sundsvall, Sweden.

Courses I have finished include 'Understanding the basics of online marketing' and 'Understanding the basics of code', both certified by Google. Also 'Growth Strategies for Business' by Alison. I've enjoyed courses about typography, art history, building websites with HTML, CSS, and Wordpress, and how to understand the end-user better on Lynda and CodeCademy.

Please contact me if you have any questions!

Kind regards,

Rick Bierman