



## Curriculum vitae

### Personal Information

Sabine Bezuijen

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Online Portfolio: [sabbez.nl](http://sabbez.nl)

Dutch, Female, 19 March 1980

### About

With over two decades of experience in digital design, Sabine is a humble professional who has learned and grown in an ever-evolving industry. She started her journey as a multimedia design student, where she discovered a passion for design and worked with big agencies.

As the industry moved towards agile work methods, Sabine saw an opportunity to learn and expand her skills, collaborating with cross-functional teams to bring projects to life. Through this process, Sabine sharpened her abilities as a UX professional and learned the importance of working closely with stakeholders, other UX experts, developers, and end users.

Sabine's creative passion extends beyond her work as a UX professional. She loves to be creative with tangible things like ceramics, sewing, and drawing and has even graduated in theatre design. Her work in theatre design has included making costumes and props for various plays, showcasing her versatility and attention to detail. If you're interested in seeing some of her projects, check out her creative website, [sabinebezuijen.nl](http://sabinebezuijen.nl).

When Sabine is not busy bringing digital projects to life, she and her husband embark on adventures around the world. From hiking in the mountains to snorkelling in turquoise waters, they immerse themselves in the diverse beauty of nature. And with each new destination comes the opportunity to broaden their perspectives by

experiencing different cultures and indulging in the local cuisine.

But even in her hometown of Amsterdam, Sabine never stops seeking excitement. Whether she's sipping a delicious cup of coffee with loved ones, getting her adrenaline pumping through a round of kickboxing, or settling in for a movie night, she always finds ways to infuse her life with energy and excitement.

So it's no surprise that Sabine approaches every project with a dynamic, solution-focused and creative mindset, always striving to bring value and make a positive impact. Her diverse background and passion for creativity make her a valuable asset to any team.

My latest work  
experience as a  
freelancer

### **Randstad Global - Product Designer**

Dec 2020 - Oct 2022

We developed a globally accessible mobile native app that integrates previous features while enhancing the user interface and user experience. The aim is to create a universal solution recognisable to users in all countries. The mobile design system was consistent with the web version, and close collaboration with other UX colleagues was maintained to ensure a seamless user experience across all platforms. Alongside product owners, concepts and designs were explored to map out the future of the mobile product.

### **Attrace - Product Designer**

Sep 2020 - Oct 2020

Improving the onboarding experience and design.  
Conducting user testing with potential users to optimise and validate the process.

### **DIG Group - Product Designer**

Mar 2020 - May 2020

Creating and optimising the onboarding and dashboard experience for a globally utilised white-label insurance

product. Optimising user experience for ease of use and efficiency.

## **Randstad Group NL - UX - UI & Product Designer**

May 2017 - Jun 2019

Randstad's website was updated with a new brand identity. The pages were improved for a better user experience while maintaining their functionality. The team faced the challenge of making changes incrementally while keeping the user flow optimal.

When changing teams, I rebranded and improved the brands, Yacht and BMC. This was a shift to a different target group. Together with the team, we created a concept and a next steps plan on how to make this a successful experience. Making presentations and having meetings with marketing, one of our prominent stakeholders, we achieved a lot of significant steps and impact on the users and the business.

As a UX team, we created design systems for our white label brand (used for B2B products) and the new Randstad brand. This was one of the initiatives we did together to evolve as a UX team next to inspiring, motivating and learning from others and each other.

## **Exact – UX & UI Designer**

Aug 2017 - Oct 2017

Our small, dynamic team has successfully launched an MVP platform connecting entrepreneurs with reliable accountants. We took a research-driven approach and worked with experienced strategists to create a tool to help both parties interact smoothly. Our platform is optimised for mobile and web, with its unique brand identity that reflects our vision and values. The end results were presented at the Exact live event, receiving a positive response.

## **TNT - UX & UI Designer**

Jun 2015 - Jun 2016

As a UX designer, I have contributed to developing two powerful website tools – Booking and Track&Trace – that serve multiple countries. In my role, I collaborate closely with product owners, developers, and testers to continuously enhance the user experience. Additionally, I work alongside other talented UX designers to create a seamless user journey.

### **Thieme Meulenhoff - UX, UI & Visual Designer**

Apr 2013 - Jul 2013

With our skilled Scrum team, we developed a comprehensive UI design for a digital schoolboard. The project presented a challenge in aligning all stakeholders, as they had started making lessons differently independently. The project's highlight was the opportunity to conduct tests on an actual digital schoolboard.

### **ABN AMRO Bank - Senior UI Design**

Sept 2011 - Jun 2012

As a Scrum team member, I had the opportunity to participate in redesigning the online banking payment site. This was my first time working with a Scrum methodology, but I quickly understood and valued its advantages. Scrum's collaborative and iterative approach enabled us to address challenges effectively and deliver a high-quality outcome.

## Knowledge and skills

### **Design Skills:**

Identifying specific user problems or objectives and translating them into design solutions, creating UI/UX, graphics, motion, prototyping, testing, participating in design sprints, and communicating flows, concepts and designs in presentations.

### **Soft Skills:**

To have empathy, a desire to continuously learn, work and communicate effectively with others, share knowledge, observe, a problem solver, and understand design and aesthetic principles.

**Tools:**

Sketch, Figma, Photoshop, Illustrator, Principle, After Effects, and online prototyping tools. And keen to learn new tools.

**Summary of the older  
freelance projects**

**For the agency Wecanbeheroes**, I worked on different projects as a freelancer designer. Alliander, ABN AMRO, and Exact

**For the agency Jungle Minds**, I worked on different projects as a freelancer designer. The ocean race (sponsored by Akzo Nobel), ABN AMRO, Ministerie voor economische zaken, Sorgente, Vereniging eigenhuis, Flinders, Noviflora, Avero Achmea, ING, Ditzo, Onderwijs inspectie, Nutricia Export, Shop2market.

**For the agency Puurpxl**, I worked on different projects as a freelancer designer. Mirabeau, Sanoma, Consumentenbond, TNT, Natufit, Expo, Beau Monde, getclientnow.

**For the agency Supershift**, I worked on different projects as a freelancer designer. Split, Achmea.

**Earlier work  
experience****Lost Boys B.V. - Visual Designer**

Sep 2000 - May 2004

Visual web designer for ING, Dunlop, Vopak, Goodyear, and Seat, and print design for the Lost Boys Brochure.

Tasks and responsibilities included:

Online web design and production of print media (brochures, folders, style guides). Creation of visual identities and digital style guides, Implementation of visual identities, Presentations to clients, Site scans, Brainstorm sessions, and Pitches.

**4Tune Music Cyber Management – UX &  
UI Design and HTML**

1999 - 2002 - Work during my study

**INBC (Internet New Business Concepts) -  
UX & UI Designer and HTML**

1999 - 2000 - Work during my study

Internships **IDG Communications – Design and  
HTML**

Mar 1999 - Jul 1999

**NOB Interactive – Web Design and Flash**

Sep 1998 - Feb 1999

Education **MA - Media college Amsterdam**

1996 – 2000

The course of study: Creative Technology (Multimedia  
Design)

Degree earned: B.A.

**Fotogram Academy of Amsterdam**

2003

The course of study: Basics of photographic  
Certificate obtained

**Akademie Vogue (Theater Design)**

2004 – 2009

A study of Theater Design

Subjects: theatre design A & B. Design realisation,

Degree earned (Latin honours)

**2nd Montessori MAVO high school,  
Amsterdam**

1992 – 1996

The course of study: Mavo-D

Subjects: Dutch, English, Geography, Mathematics,  
Economy, Drawing

**Please find out more about my work.**

Online Portfolio: [sabbez.nl](http://sabbez.nl)

My professional [Instagram](#)

My creative [Instagram](#)

My creative portfolio [sabinebezijsen.nl](http://sabinebezijsen.nl)

**Or want to talk about working together?**

Let's get in touch at [sabine@sabbez.nl](mailto:sabine@sabbez.nl)