



COLOURFUL
CONCEPTUAL
INVESTIGATIVE
WELL ORGANISED

SKILLS

DIGITAL MARKETING



TRADITIONAL MEDIA MARKETING



MARKETING STRATEGIES



MANAGEMENT SKILLS



EVENT PLANNING



UX / UI



MS OFFICE



WORDPRESS



ADOBE FULL SUITE



SEO / SEA



INFORMATION

Request my personal info through
e-mail:

info@lisaboer.nl

RESUMÉ

LISA BOER

I don't like to sit around. I'm always keen on knowing more about a subject or tackling interesting challenges. For some years now, I've worked for Midtronics, a company in the automotive sector. I enjoy the technical aspects, small team and the corresponding responsibilities. No dull days and lots of flexibility is what suits me.

WORK EXPERIENCE

Midtronics - Creative Designer and UX specialist

August 2016 - current

I renewed the corporate identity including a website and developed (custom) sales development tools. This included larger million dollar projects in which I joined the lead team. Also, I developed a user experience test program which assists our sales and R&D team in the development of new products and was responsible for UX/UI research and design for a new series of products.

Designer - LB STUDIO

December 2015 - current

Regular assignments for local businesses including corporate identity, advertisement design and website design.

Traineeship - And Beyond Studios

December - January 2014
(Event designer Elle Festival)

Traineeship - Mister Wilson

August - October 2014
(Concept and branddevelopment)

EDUCATION

Usability & User Experience

October 2018 - January 2019
ICM

I learned how to perform both qualitative and quantitative user experience tests, which I in turn used to support the Midtronics sales and R&D team.

Bachelor Graphic Design

September 2011 - January 2016
ArtEZ - Institute of the Arts Arnhem

Critical thinking, self initiation and keeping control of the situation when pressure rises, are skills I've practised during my bachelor.

Pre-course ArtEZ Arnhem

2009

VWO-certificate (C+E)

2005 - 2011
Pax Christi College Druten

COURSES

Webdesign basic course
(Lindenberg Nijmegen)

Masterclass Erik de Bree

15 sep 2012 - after winning 2nd prize
at Kunstbende competition.

INTERESTS

Cooking
Sports (yoga, fitness and running)
Volunteering events (Kunstbende, Elle)