

Ryanne Lannoye

Freelance Interaction designer, UX/UI designer

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Summary

I'm an experienced freelance UX/UI Designer, based in Amsterdam. I graduated in 2001 at Hogeschool voor de Kunsten Utrecht (HKU) on Interaction Design & Interactive Multimedia, meanwhile I also did a Master on Interactive Multimedia at the University of Portsmouth.

After my studies I worked many years for several leading design agencies such as Clockwork and LBI LostBoys before I started freelancing.

My experience is very broad since I worked for many different clients and multiple types of projects. I have expertise in corporate websites, e-commerce, communities, platforms, portals, intranets, software & application design, marketing campaigns and I also take responsive design for tablet and mobile into account.

Usability is my main focus and I almost always do research before I start designing. Expert reviews, interviewing users, developing user journeys, creating persona's and last but not least user testing I see as an important part of my job.

I originally have a graphic design background but decided to focus on Interaction design after a while. I'm used to work in scrum teams as well as solitaire but I see myself as a team player and prefer working in multidisciplinary teams and also enjoy teaming with other UX designers.

Axure is my preferred tool for interactive prototyping and wireframing but I also use Omnigraffle, Sketch, Invision and Adobe programs for more graphic related jobs. I speak and write Dutch and English.



Freelance UX/UI Designer

TNT/FedEx (freelance UX/UI designer)

May – October 2018 (6 months)

I worked as a UX/UI and Visual designer at the Services & Prospects teams.

Vrije Universiteit Amsterdam (freelance UX/UI designer)

March – May 2018 (2 months)

I work at IT services department of the VU in a team of 3 UX designers in order to create UX design patterns and an online styleguide for their online services and platforms.

iB&X HSE (freelance UX/UI designer)

February 2017 – January 2017 (12 months)

iB&X is HSE process expert for the (petro)chemical and process industry. The Unite HSE software suite were I did the UX design for supports people in informed decision making and ensures that this is done in a uniform way. The platform makes clear and efficient communication between plants, teams and departments possible and for people to take informed decisions in terms of safety and efficiency.

Improve Digital (freelance UX/UI designer)

November 2015 - December 2016 (1 year 2 months)

Improve Digital is the All-in-One Advertising Platform for Publishers, Content Providers and Broadcasters. Digital's 360 is a real-time trading platform that designed the UX for.

Jungle Minds (freelance UX/UI designer)

May 2016 - June 2016 (2 months)

UX design for "Mijn Persoonsgebonden Budget" (Mijn PGB) application

Greenberry (freelance UX designer)

August 2015 - August 2015 (1 month)

UX design for NV schade "WIA calculator" UX design for vloggers platform "S1 TV" for teenagers

DDB & Tribal (freelance UX/UI designer)

June 2015 - June 2015 (1 month)

UX design for website for Ciran, an organisation that offers 'elementaire therapie'. It is based on essential elements in their cohesion: body, environment and mind.

Hart Haarlem (freelance UX/UI designer)

February 2015 - June 2015 (5 months)

Digitalisation proces for selecting the cultural programme offered by schools

Publicis (freelance UX/UI designer)

March 2015 - March 2015 (1 month)

UX design for Renault Zero Emission funding platform

Lazzo (freelance UX/UI designer)

January 2015 - February 2015 (2 months)

UX design for Alchemist fashion website

UWV (freelance UX/UI designer)

March 2014 - December 2014 (10 months)

UX lead of Online department of UWV, managing external parties and intern departments and design team

Telford (Freelance UX/UI designer)

July 2013 - November 2013 (5 months)

UX design for several projects within consumers website (e-commerce)

Live On Demand (freelance UX/UI designer)

November 2012 - November 2013 (1 year 1 month)

Live on demand makes crowdfunding for live events possible. UX design of Live On Demand platform from scratch to 1.0 version

Buyerminds (freelance interaction designer)

December 2012 - April 2013 (5 months)

Buyerminds is an Amsterdam based agency that is specialised in e-commerce and persuasion design. UX design for Beslist.nl shopping basket UX design for Energievergelijker.nl

IS Online (freelance UX/UI designer)

November 2012 - December 2012 (2 months)

UX design for IS Online website

Philips (freelance information architect)

November 2012 - November 2012 (1 month)

UX design for Philips smarter beauty website

Mini (freelance UX/UI designer)

August 2012 - September 2012 (2 months)

UX design for Mini coffee campaign website

Amvest (freelance UX/UI designer)

August 2012 - August 2012 (1 month)

UX design for Nike Run Club interactive screen in the Kalverstraat store UX design for Amvest Brandportal

Superheroes (freelance interaction designer)

February 2012 - July 2012 (6 months)

Music platform for scouting new music with extensive gamification

Etcetera (freelance interaction designer)

February 2012 - February 2012 (1 month)

UX design for T-mobile "Waar ben je" campaign website

MediaCatalyst (freelance information architect)

April 2011 - August 2011 (5 months)

UX design for Elsevier.com - global webstore (e-commerce)

Agencies

UX/UI Designer at LBi Lost Boys

April 2010 - March 2011 (1 year)

- ING mobile website
- NS procesflow for buying new products such as OV-fiets, OV-chipkaart
- NS Hi-speed bookingstool
- WU adviseur - application for mortgage advisors
- BNP Paribas
- OBAM website
- Sara Lee - Senseo campagne

- Yarden (ensurance agency)
- ATP Portal
- Albert Heijn webstore "bezorgmomenten"
- Z&Z (ensurance agency) portal

Interaction Designer at Relephant

October 2009 - March 2010 (6 months)

- Sunweb.nl
- Hurriyet serial ads (advertising website)
- Greetz.nl
- Roompot reizen
- Seatme.nl

Interaction Designer at Clockwork

October 2005 - August 2009 (3 years 11 months)

- KPN.com Zakelijk
- Rai.nl
- Postbank/ING Beleggen
- ABN AMRO, slimste belegger competitie
- Surfspot.nl (Surfdiensten)
- Ribiz.nl (CIBG)
- TNT Post
- Rabobank (Lenen)
- YourAmsterdam.nl jongeren website
- iBlue.nl (makelaar) platform

Interaction & graphic designer at AVRO Innovatie

October 2002 - September 2005 (3 years)

Interaction & graphic designer at Info.nl

September 1998 - September 2000 (2 years)

Education

Hogeschool voor de Kunsten Utrecht (HKU)

September - September 2001 (4 years)

Interaction Design study

University of Portsmouth

september 2000 - September 2001 (1 years)

Masters, European Media Master of Arts Programme. Graduated in Interface Design & Visualisation

Sint Lucas, reclame & presentatietechnieken

september 1993 - September 1997 (4 years)

Graduated in Multimediale vormgeving