

Jeroen Sedelaar

Freelance Senior UX / UI Designer

hellothere@jeroensedelaar.com

+32 (0) 489 78 66 94

# Hi, I'm Jeroen

Freelance Senior UX / UI designer  
based in Antwerp, Belgium.

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## About me

Jeroen is a freelance UX / UI Designer born in South Africa and based in Antwerp, Belgium. He has a passion for designing user centred interactive products. With a strong focus to create a visually attractive product with a simplistic user experience.

In his 7+ years of user centred design experience, he has had the pleasure of working with many different agencies and brands ranging from T-Mobile, Bolero KBC, Bongo and Suitsupply to name but a few.

Besides being a passionate UX / UI designer, he enjoys surfing, snowboarding, mountain biking, trail running and travelling.

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## Expertise

### *UX Design -*

User-oriented mindset. Usability & wireframing are essential for every meaningful experience.

### *Interface Design -*

Designing amazing interfaces where the customer comes first.

### *Mobile Apps -*

Extensive experience working on mobile projects. Ensuring your content is visible on any device!

### *Web Design -*

Designing interactive experiences on the net. Always keeping the web standards and latest design trends in mind.

### *Icon and Illustration Design -*

Simplicity adds value. Icons & Illustrations for clear and meaningful experiences.

### *TV Interfaces -*

Interactive television demands a simplistic user experience and a visually strong interface design.

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## Work experience

*Jun 2011 - Present*

Freelance UX/UI Designer

jeroensedelaar.com (Self - employed)

Working for a wide variety of international clients, ranging from bigger to smaller projects covering all aspects of UX/UI design.

*Jun 2009 - Jun 2011*

Part time Designer

jeroensedelaar.com (Self - employed)

During my studies and fulltime work I freelanced part-time as Interactive Designer.

*Sep 2009 - May 2011*

Visual Designer

LBi Lost Boys (Fulltime)

Working mostly on websites, iPhone apps, print projects and a number of icon sets.

*Jan 2011 - Mar 2011*

Visual Designer

Bravoure (Freelance)

I worked with Bravoure on a collaboration project for De Telefoongids.

*Jan 2008 - Dec 2009*

Visual Designer

Divide (Freelance)

Designing diverse websites. Also responsible for coding diverse websites in HTML & CSS.

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*Jan 2006 - Jan 2007*

Visual Designer

Ice Media (Freelance)

Webdesign, HTML & CSS and some animations in Flash.

## Education

2005 - 2009

Hogeschool Rotterdam (HBO)

Communication & Multimedia Design, User Experience Design

2001 - 2004

Cibap (MBO)

Advertising, Graphic Design, Web Design, Communication, Filming,  
Product Design and Visual Merchandising

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## Selected clients

24i

Bankgiro Loterij

Big Data Company

Bolero KBC

Bongo

Boondoggle

Cloud Design

Greenberry

Hellomydear

Jaguar

Kunstmaan

Philips Design

Regio TV

Suitsupply

T-Mobile

These Days

TP Vision

Tribal DDB

Timing

Videoland

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## On the web

Personal portfolio

[jeroensedelaar.com](http://jeroensedelaar.com)

Linkedin

[linkedin.com/in/jeroensedelaar](https://www.linkedin.com/in/jeroensedelaar)

Behance

[behance.net/jeroensedelaar](https://www.behance.net/jeroensedelaar)

Dribbble

[dribbble.com/jeroensedelaar](https://dribbble.com/jeroensedelaar)

Twitter

[twitter.com/jeroensedelaar](https://twitter.com/jeroensedelaar)