

# Annemijn Pikaar

UX/UI Designer



- Visual design and user behaviour enthusiast
- Researching and creating design that empowers and makes a difference to the users
- Aimed to make people feel smart, successful and in control with good product design

## Personalia

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## Tools

Figma Sketch Illustrator  
Photoshop InDesign Adobe XD  
WordPress Maze Usability Testing  
Principle Hotjar Usability Hub

## Skills

UX Design UI Design Visual Design  
User Research Interaction Design  
Prototyping User Flows HTML  
Usability Testing Sitemapping  
Storyboarding Copywriting CSS  
Wireframing Design Thinking

## Education

### UX/UI Design Bootcamp

Ironhack, Amsterdam Campus

04/2021 - 08/2021

- Intensive 10-week bootcamp with training in design thinking, user research, usability testing, wireframing, prototyping, visual and interaction design
- Created design solutions during 7 different projects, while working either individually or in groups from 2 to 4 people

### MSc Communication Sciences

Faculty of Social Sciences, University of Amsterdam

09/2017 - 06/2018

- Major in Entertainment Communication
- Graduated with thesis "The effects of the popularity of Instagram users posting female empowering content on young adolescent's attitude towards feminism", 7.5/10

### BA Language and Cultural Studies, Intercultural Communication

Faculty of Humanities, Utrecht University

09/2013 - 06/2017

- Major in Intercultural Communication
- Graduated with thesis "Cultural diversity in web care on TripAdvisor - an analysis between Northern and Southern European culture", 8.5/10

## Experience

### Freelance Contentmarketeer

Annemijn Pikaar, Utrecht and surroundings

03/2017 - now

- Developed and managed over 10+ SEO strategies
- Established dedicated content creation schedules and created (SEO proof) written and visual content for over 20 clients
- Initiated effective content marketing strategies to increase website traffic, click ratio, conversion rates and valuable users
- Advised on creative ideas, PR and linkbuilding activities
- Collaborated with over 25+ clients such as RAUM, Stukafest Utrecht, Duurzame Week Festival and Fotodok

### Head of SEO and Content

United Wardrobe (now part of Vinted), Utrecht

12/2019 - 1/2021

- Developed and realized a SEO strategy which led to increased website traffic by 187%
- Initiated and wrote copy for the United Wardrobe blog, managed to achieve 30,000 unique visitors a month
- Produced content for social media channels (Facebook, Instagram and Pinterest) and increased Pinterest following by 156%
- Executed creative campaigns to attract more active members on the platform, leading to 4M members in June 2020
- Coached 5 interns and introduced a team onboarding program to increase the overall team knowledge and accountability

### SEO Analyst and Copywriter

iProspect (part of Dentsu Aegis Network), Amsterdam

12/2018- 12/2019

- Implemented and facilitated in developing SEO strategies for 5 different clients, such as Tele2, Holland & Barret and Intergamma
- Set up a content strategy and produced SEO proof content for the Tele 2 blog, which led to a 704% growth of terms ranking on the 1st position
- Conducted SEO research regarding keyword statistics and domain ranking, generated monthly tracking reports for over 8 clients
- Collaborated with the online marketing team to construct a complete digital marketing strategy and set clearly measurable goals