

# Marjan J.M.J. Lemmens

25-09-1977 (The Netherlands)

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## OBJECTIVE

Using my concept and design skills to create exciting, high quality designs that engage customers and drives business results. Exploring new media and eager to learn and improve.

## PERSONAL CHARACTERISTICS

Strong presentation, communication skills.

Independent and self-directed working style.

Innovative and dynamic approach with ability to run projects from concept to completion.

Tolerance and stress resistance in a fast paced environment.

Motivated, pro-active and organized.

## PROFESSIONAL HISTORY & CORE COMPETENCE

Keen knowledge of corporate identity, branding, interactive/mobile advertising and ecommerce.

Proven track record in interaction design and cross media concept creation.

In-depth knowledge of consumer electronics, Telco, Navigation and IT online environment.

Strong experience in B2C and B2B web portal and self-service application development.

Successful implementation of TTL campaigns with focus on online marketing mix.

## BUSINESS EXPERIENCE

- 2010 - CURRENT Owner BigBellyDesign.  
Freelance design studio for visual and interaction designs. Specialized in mobile, web and ecommerce.
- 2009 - 2010 Senior Visual Interface Designer at TomTom International B.V.  
Responsible for designing the user interface and UI of TomTom PND's of the future.
- 2009- 2009 Creative Designer mobile advertising at BLYK.nl N.V.  
Responsible for branding, concepting, designing, presenting, producing and executing mobile advertising campaigns and campaign proposals.
- 2008 - 2009 Art Director at the people's valley, Amsterdam.  
Responsible for concept, creating and visualizing online and offline concepts and supporting the creative department that consists of designers, a copywriter, a Sr. Art director and Creative director, to accomplish the business objectives of clients.
- 2007 - 2008 Art Director, Online Service Unit, Vodafone Libertel N .V.  
Created visual design, guidelines and online production standards. Maintained visual integrity throughout the whole of Vodafone's online presence. Supported business development by overseeing the visual design in various projects.
- 2005 - 2007 Online Designer, Online Service Unit, Vodafone Libertel N .V.  
Responsible for all online visual design with main performance indicators being online brand awareness, website traffic and online sales growth. Contributed to site usability projects and managed creation of in/external campaign materials.
- 2003 - 2005 Vodafone live! Partner management assistant, Vodafone Libertel N .V.  
Managed agency and supplier selection processes, CRM and partner activities  
Responsible for merchandising editorial and content at Vodafone live!

- 2002 - 2003 Vodafone Customer Service Postpaid/VF Live!  
2001 - 2003 WWIK / Kunstenaars & CO  
WWIK is an arrangement to support beginning artists in their future career.

## PROFESSIONAL TRAINING AND DEVELOPMENT

- 2010 Adobe CS5 Training  
2009 Adobe CS4 Training | Training Impact & Influence  
2008 Adobe CS3 Training  
2007 NN/group (Nielsen Norman Group) Usability Week 2007 conference in Barcelona  
• Fundamental Guidelines for Web Usability • Email Newsletter Usability  
• Usability Return on Investment • B2B Website Usability • Design Patterns  
2007 Customer centric web design seminar  
2007 Time management training  
2006 Email marketing seminar

## EDUCATION

- 1997 - 2001 (ABK Maastricht) Art Academy of Maastricht, Interactive Media Design Major  
2000 - 2001 Philips Design Intern, Online Designer  
1996 - 1997 Media & Design Academy Genk (Belgium), Audiovisual Design Major

## DIGITAL SKILLS

Systems Apple Mac (OS 10+) and Windows  
Software Working knowledge of: Adobe Creative Suite (CS4/CS5):  
Photoshop, Illustrator, Fireworks, Dreamweaver, Flash, InDesign, Keynote.  
Microsoft Office. Coding Familiar with: (X)HTML, CSS, Actionscript, Ajax, Javascript.  
PM tools: Projectplace, JIRA, TaskFreak, Maconomy, the Spot , Perforce, Sharepoint, Wiki.

## LANGUAGE SKILLS

Dutch-Native | English-Excellent  
German-Good | French-Basic

## PERSONAL INTERESTS

Retro games and gadgets  
Interior, graphic and character design  
Kickboxing and outdoor sports  
Photography and travel

## PROFILES

- LinkedIn <http://www.linkedin.com/in/marjanjmlemmens>  
twitter <http://twitter.com/BigBellyDesign>  
Personal Blog <http://mjmj.nl>